



# BOARD OF COMMISSIONERS

1 S. Main St., 9th Floor  
Mount Clemens, Michigan 48043  
586-469-5125 FAX 586-469-5993  
macombcountymi.gov/boardofcommissioners

## PLANNING AND ECONOMIC DEVELOPMENT COMMITTEE

TUESDAY, MARCH 11, 2008

### AGENDA

1. Call to Order
2. Pledge of Allegiance
3. Adoption of Agenda, as amended, to include item #3A
- 3A. Approval of Minutes Dated 02-05-08 (previously distributed)
4. Public Participation
5. Adopt Resolution Recognizing Releva Home Care as MI-SBTDC "Best Small Business – Main Street USA" for 2007 (offered by Vosburg and Bruley) (mailed & attached)
6. Report on Macomb County 2007 Business Successes (mailed)
7. Presentation from Focus Macomb (mailed)
8. Presentation from MDOT on Detroit River International Crossing Study Draft Environmental Impact Statement (mailed)
9. Presentation on Department of Planning & Economic Development's Strategic Plan for Econ. Dev. (mailed)
10. Approve Agreement with Birchler-Arroyo Associates for \$26,250 for Consulting Services to Develop a Macomb County Development Certification Program (mailed)
11. Presentation on Macomb County Diversity Brochures (mailed)
12. Adopt Resolution in Support of Establishing M-29 as a Heritage Route (offered by Vosburg and Brdak) (mailed)
13. Executive Director's Report (mailed)
14. New Business
15. Public Participation
16. Adjournment

**MEMBERS:** Vosburg-Chair, Mijac-Vice Chair, Camphous-Peterson, DeSaele, Duzyj, DiMaria, Drolet, Brdak, Rengert, Brown, Haggerty, Roberts, Gielegem and Crouchman (ex-officio)

### MACOMB COUNTY BOARD OF COMMISSIONERS

William A. Crouchman  
District 23  
Chairman

Dana Camphous-Peterson  
District 18  
Vice-Chair

Leonard Haggerty  
District 21  
Sergeant-At-Arms

Andrey Duzyj - District 1  
Marvin E. Sauger - District 2  
Phillip A. DiMaria - District 3  
Jon M. Switalski - District 4  
Susan L. Doherty - District 5

Joan Flynn - District 6  
Sue Rocca - District 7  
David Flynn - District 8  
Robert Mijac - District 9  
Philis DeSaele - District 10

Ed Szczepanski - District 11  
Peter J. Lund - District 12  
Don Brown - District 13  
Brian Brdak - District 14  
Keith Rengert - District 15

Carey Torrice - District 16  
Ed Bruley - District 17  
Paul Gielegem - District 19  
Kathy Tocco - District 20

Betty Slinde - District 22  
Sarah Roberts - District 24  
Kathy D. Vosburg - District 25  
Leon Drolet - District 26

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Receive and File and Recognize Releva Home Health Care as the Michigan SBTDC  
"Best Small Business – Main Street USA"

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

PED 3-11-08

\_\_\_\_\_  
\_\_\_\_\_

# BOARD OF COMMISSIONERS

2008

RESOLUTION  
NO.

Nine

*Official Resolution of the Board of Commissioners  
Macomb County, Michigan*

*A Resolution Honoring Relevar Home Care  
For Being Recognized as  
One of Michigan's Best Small Businesses*

*Commissioners Kathy D. Vosburg and Edward A. Bruley,  
On Behalf of the Board of Commissioners,  
Offer the Following Resolution:*

*Whereas, the Michigan Small Business & Technology Development Center recognized Relevar Home Care, as the 2007 Best Small Business - Main Street USA; and*

*Whereas, after working with the Macomb County Small Business & Technology Development Center, Misty Delegato started her business in 2003 with three employees. While starting a business providing home health care services for individuals being released from hospitals that required some level of nursing care, she continued to seek the advice of the SBTDC business consultant during the next five years. Relevar Home Care is being recognized as one of the "Best of the Best" small businesses in Michigan; and*

*Whereas, Relevar Home Care was among the thousands of companies that received confidential counseling or training from the Michigan Small Business & Technology Center; and*

*Whereas, Relevar Home Care has grown from three employees in 2003 to 54 full-time and 65 part-time employees in 2008; and*

*Whereas, small business is a critical component of Macomb County's economy; and*

*Whereas, nationally over 75 percent of new jobs were created by small businesses; and*

*Whereas, it is fitting and proper that the Macomb County Board of Commissioners publicly recognizes and commends Relevar Home Care on the honor of being Michigan's Best Small Business - Main Street USA.*

*Now, Therefore, Be It Resolved By The Board Of Commissioners, Speaking For And On Behalf Of All County Citizens As Follows:*

*One*

*That By These Presents, the Macomb County Board of Commissioners hereby publicly acknowledges and expresses its recognition of Relevar Home Care as being the Michigan SBTDC Best Small Business - Main Street USA for 2007.*

*Two*

*Be It Further Resolved that a suitable copy of this Resolution be presented to Relevar Home Care in testimony of the high esteem the Board of Commissioners has for it.*

*William A. Crouchman, Chairman  
Macomb County Board of Commissioners*

*Carmella Sabaugh  
Macomb County Clerk*

*Kathy D. Vosburg, Commissioner  
District 25*

*Edward A. Bruley, Commissioner  
District 17*

## **Macomb business receives highest award from Michigan Small Business & Technology Development Center**

Mount Clemens – Michigan. In 2002, Misty Delgato was a successful administrator for a staffing solutions company with a dream of owning her own business. When she learned that assistance for entrepreneurs was available through the Macomb County Department of Planning & Economic's Small Business and Technology Development Center (SBTDC), she made a call.

Before long, she was working with Bob Madigan, SBTDC Certified Business Consultant, to evaluate her ideas for developing a new business. Originally, Delgato wanted to provide short-term, substitute nursing support to area hospitals and long-term care facilities. But Madigan, familiar with the industry and the fact that many area institutions were already managing their own short-term placement programs, encouraged her to make some calls and further investigate her idea. Delgato did her homework and soon discovered that there was a greater need to provide home health care services for individuals being released from hospitals that still required some level of nursing care. She attended a related conference in California to learn more about the home health care industry and began the process of realizing her dream to run her own business.

She continued to work with Madigan to investigate the most logical legal structure for her business, submit all the necessary paperwork and, most importantly, develop a solid business plan and marketing strategy.

Today, Delgato is founder and President of Releva Home Health ([www.releva.com](http://www.releva.com)) and also the 2008 recipient of the prestigious "Best Small Business – Main Street USA" award from the Michigan SBTDC.

Releva opened its doors in 2003 with three employees. Before long, she hired another 15 home health caregivers. Next, she added case managers and a business administrator to her payroll. In five short years, Delgato's business has grown to include 54 full-time and 65 part-time employees. They provide services from basic companionship for the elderly to skilled care for

16 year-olds with traumatic brain injury. Releva's services are customized specifically for the needs of the client. According to Delgado, the secret to high customer satisfaction is in hiring the right people for the job. It is important to not just meet the basic needs of each client but also to make sure that the personalities of both the client and caregiver are a good match.

When employee turnover became an issue, Madigan referred her to Macomb Blue, a county supported health care plan offered through Macomb Health Plan ([www.macombhealthplan.org](http://www.macombhealthplan.org)) that makes it possible for eligible companies to provide affordable health insurance.

All along, Madigan kept in touch. According to Delgado, "Bob has become a mentor to me. He is my cheerleader and also holds my feet to the fire when need be. His encouragement, guidance and ideas for growing my company have been an integral part of the success we enjoy today."

As the recipient of the prestigious SBTDC award, Delgado will be honored in April event at Lansing Center. According to Carol Lopucki, Director of the Michigan SBTDC, "The Main Street USA is our 'best of the best' small business award. Each of our 12 regional offices nominates a single business that they have assisted. A panel of economic development experts reviews each and selects just one to be honored. The awardee is selected for its impact on Michigan's economy, its exemplary management during growth, improved profitability and creation of jobs."

Says Lopucki, "The Michigan Celebrates Small Business is the state's premiere event for honoring the entrepreneurial spirit." Governor Granholm is expected to attend the event again this year.

SBTDC co-hosts the event with the U.S. Small Business Administration – Michigan, Small Business Association of Michigan, Michigan Economic Development Corporation and the Edward Lowe Foundation. Other awards presented at the event include Small Business Person of the Year, Exporter of the Year, Young Entrepreneur of the Year, and Family-Owned Small Business of the Year. Michigan's "50 Companies to Watch" will also be announced at the event.

Contacts:

Carol Lopucki; Director, MI-SBTDC State Headquarters at Grand Valley State University - 616-331-7480

Don Morandini; Regional Director, Macomb County SBTDC hosted by the Department of Planning & Economic Development - 586-469-5118

Bob Madigan; Business Consultant, Macomb County SBTDC - 586-469-5118

Mitsy Delgato; Founder of Releva Home Care - 586-493-7677

# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_  
AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Receive and File a Report from the Department of Planning and Economic Development on its 2007 Business Successes

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

PED 3-11-08

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Distributed

# Macomb County Economic Development

## INVESTMENT UPDATE

Presented to:

Macomb County Planning & Economic  
Development Committee

March 11, 2008

# 2007 Investment Results

<u>CLIENT</u>	<u>LOCAL UNIT</u>	<u>INVESTMENT</u>	<u>JOBS RETAINED</u>	<u>JOBS CREATED</u>
Anchor Bay Packaging	Chesterfield Twp	\$1,665,000	130	5
Cox Industries	Chesterfield Twp	\$2,462,500	10	5
Progressive Finishing	Chesterfield Twp	\$484,793	14	10
AIM Plastics	Clinton Twp	\$4,850,000	27	30
Accurate Injection Mold	Clinton Twp	\$604,185	18	3
Drake Enterprises	Clinton Twp	\$2,242,666	67	9
Precision Boring *	Clinton Twp	X	21	0
RTS Cutting *	Clinton Twp	X	35	0
Top Craft *	Clinton Twp	X	23	0
APA, Inc.	Fraser	\$161,000	1	1
Caratron/BMT	Fraser	\$7,000,000	0	27
New Dimension Laser	Fraser	\$2,316,320	5	5
Prototype Tool & Mfg	Fraser	\$687,000	8	4
Specialty Steel Treating (II)	Fraser	\$593,166	5	3
Supreme Gear Company	Fraser	\$1,620,000	0	4
Unicote Corp	Fraser	\$646,000	50	0

\* = Tool & Die Recovery Zone

# 2007 Investment Results (cont.)

<u>CLIENT</u>	<u>LOCAL UNIT</u>	<u>INVESTMENT</u>	<u>JOBS</u>	
			<u>RETAINED</u>	<u>CREATED</u>
DuPont	Mount Clemens	\$24,930,000	300	40
Boltzo Mfg	Romeo	\$356,600	29	5
Cadillac Products	Roseville	\$932,143	21	1
Detroit Edge Tool	Roseville	\$285,000	25	2
Graphics East	Roseville	\$2,300,000	20	20
True Industries *	Roseville	X	50	0
Avon Gear	Shelby Twp	\$5,470,000	0	162
Fisher Corporation	Sterling Heights	\$2,417,500	40	12
Global Machine	Sterling Heights	\$392,000	3	0
Bodycote	Warren	\$1,500,000	0	150
Gentz Industries	Warren	\$5,867,293	169	75
TPA Inc.	Warren	\$2,800,000	0	15
Warren Screw Products	Warren	\$2,500,000	110	40
Weldaloy	Warren	\$1,334,000	45	5
<b><u>TOTALS</u></b>		<b><u>\$76,417,166</u></b>	<b><u>1,266</u></b>	<b><u>633</u></b>

\* = Tool & Die Recovery Zone

## 2007 Select

### Business Investment Clients

<u>CLIENT</u>	<u>COMMUNITY</u>	<u>INVESTMENT</u>	<u>JOB RETAINED</u>	<u>JOB CREATED</u>
Drake Enterprises	Clinton Twp	\$2,242,000	67	9
Caratron/BMT	Fraser	\$7,000,000	0	27
DuPont	Mount Clemens	\$24,900,000	300	40
Warren Screw Products	Warren	\$2,500,000	110	40

# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

RESOLUTION TO: Receive and File the 2007 Report from Focus Macomb

INTRODUCED BY: Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

COMMITTEE/MEETING DATE

PED 3-11-08

\_\_\_\_\_  
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*Distributed*

*PED Committee item #7  
meeting*

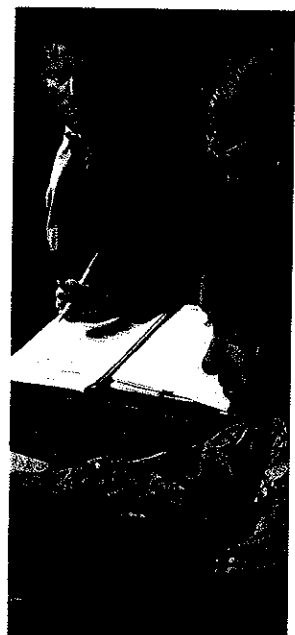
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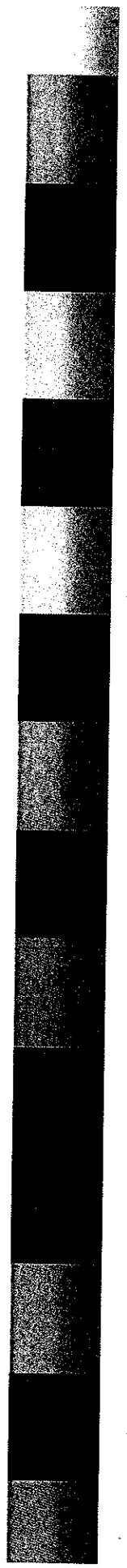
# Macomb

2007 Annual Report

*A Partnership For  
Economic Development*



Business Development  
Quality of Life  
Education & Workforce  
Transportation  
Health



## Subject Matter Experts

Our deep appreciation to the following individuals who provided thought-provoking presentations at committee meetings.

*Jean-Richard (J.R.) Beauboeuf*  
(Mi) Office of Financial & Insurance Services

*Richard Blouse*  
Detroit Regional Chamber of Commerce

*Victoria Corriveau*  
Workforce Development Institute (M-TEC)

*The Honorable William A. Crouchman*  
Macomb County Board of Commissioners

*John B. Crusse*  
Humana, Inc.

*Holger Ekanger*  
Workforce Development Institute (M-TEC)

*Karen A. Fehling*  
Humana, Inc.

*John Hertel*  
Detroit Regional Mass Transit

*Robert Hoepfner, P.E.*  
Road Commission of Macomb County

*Paula Mack-Crouchman*  
Road Commission of Macomb County

*Lawrence McKay*  
General Dynamics Land Systems

*Roseanne Oliver*  
Procurement Technical Assistance Centers (PTAC)

*Kathleen Owsley*  
Issue Media Group

*Gary Petroni*  
Southeast Michigan Health Association

*Doug Rothwell*  
Detroit Renaissance

*Paul Schutt*  
Issue Media Group

*James Staugler*  
General Dynamics Land Systems

*Bill Sullivan*  
United Way for Southeastern Michigan

*Patricia Kukula*  
Macomb Health Plan

*Robert Hoepfner*  
Road Commission of Macomb County

*Michelle Winquist*  
Humana, Inc.

## Publications

"Push For Regional Mass Transit Grows In Metro Detroit"  
Oakland Business Review, Mlive.com, November 6, 2007.

"What Is The Transportation Leadership Group?" Detroit Chamber website ([www.detroitchamber.com](http://www.detroitchamber.com)), January 23, 2008.

"Reframing The Transit Debate Creating A Visionary Transit Plan", Transportation Riders United – Detroit, Transportation Riders United – Detroit website ([www.detroittransit.org](http://www.detroittransit.org)), January 23, 2008.

"Congestion Reduction Report" Businesses For Better Transportation, Information Pamphlet September 12, 2007.

"Road Commission of Macomb County 2005 Progress Report" Published by the Road Commission of Macomb County.

"County Roads in Michigan" Presentation of the County Road Association of Michigan on the web ([www.micountyroads.org](http://www.micountyroads.org)) July 9, 2006.

"25-Year Master Plan of the Road Commission of Macomb County" Published by the Road Commission of Macomb County.

"Rougher Roads Looming" by Randal Yakey, Oakland Press staff writer, The Oakland Press Online ([www.theoaklandpress.com](http://www.theoaklandpress.com)), November 26, 2007.

"Public Act 51 of 1951 – State Trunk Line Highway System" (updated) 2007 Legislative Council, State of Michigan, Michigan Legislative updates included through January 31, 2008.

"MDOT State Long-Range Transportation Plan 2005-2030, MPO/RPA Technical Report" Prepared by the Michigan Department of Transportation, November 17, 2006.



On behalf of the nearly 100 members of Focus Macomb, we are thrilled to present our second set of recommendations to the Macomb County Board of Commissioners. In doing so, we commend Chair William Crouchman and the Board for their continued support of Focus Macomb and for recognizing the need for private/public collaboration to help economic development in the County during these difficult times.

During our first year, many of our committees identified that health care issues can have a definite impact on the county's economy and our ability to retain and attract jobs. Therefore, a fifth committee focusing on Health was created. This group of volunteers worked diligently to study the issues and develop a set of recommendations that are included within this year's report.

It has been our pleasure and privilege to work with each of the five committees over the past year. Over the course of the past year, our members have contributed hundreds of individual hours in meetings. This, of course, does not include the additional hours each member spent preparing for meetings and reading provided materials. We also wish to express our gratitude to the expert speakers (as provided on the opposing page) who willingly shared their expertise to assist our members make informed decision.

Aside from the first set of recommendations from our newly formed Health Committee, this report also provides a summary of the work of the original four committees of Business Development, Education/Workforce Development, Quality of Life and Transportation. Each spent a portion of the year reviewing and fine-tuning their inaugural recommendations as to better define the roles of both the Board and our members. At this stage, each committee is looking for measurable methods for helping to implement the most viable of recommendations.

We were also extremely pleased to see that the Macomb County Department of Planning & Economic Development has already implemented many of last year's recommendations. Under the leadership of Executive Director Stephen Cassin, there are more staff members working directly on economic development initiatives, new marketing strategies have been implemented and a satellite office of Automation Alley was opened in the county - to name just a few.

As business leaders, we believe in these recommendations and are prepared to stand behind any and all of them. It is our sincere hope that by working together to begin and continue the implementation process, we will enhance our County's economic growth and image as a great place to do business, raise a family and enjoy the communities that are Macomb County.

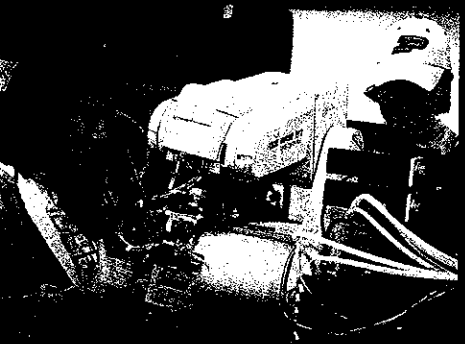
This is a continual process! We encourage our committee members to persevere and to recognize that for Macomb to truly be a player in the global economy, it behooves us all to work together.

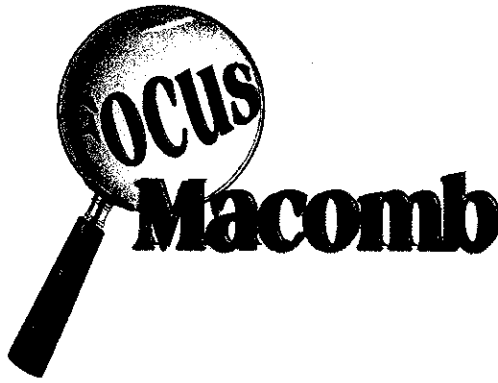


Donald Torline, President  
Baker College of Clinton Township



Roy Rose, President  
Anderson, Eckstein and Westrick





## Business Development Committee

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Our committee discussed and analyzed approximately 20 ideas for improving the business and economic climate in Macomb County. We feel the following are the most significant ones that can be implemented by Macomb County.

### A. Ideas to increase support of businesses in the county:

1. Facilitate group trade show participation, enabling local businesses to be represented at reasonable costs.
2. Establish a business advisory board that would advise the Macomb County Board of Commissioners and advocate for businesses in the county. This group would communicate the needs of businesses and recommend additional ways to meet those needs. They can also help formulate new ideas for business attraction to the county such as critical-records secure-storage and research spin off companies.
3. Establish a database that would coordinate experienced business owners and advisors who would volunteer their time to assist small business owners.
4. Promote the use of PTAC (Procurement Technical Assistance Center) to businesses that have not done business with the federal government. Our discussion indicated that many businesses do not recognize the potential for increased business by using this tool.
5. Provide additional business incubator opportunities for existing and to be formed small businesses. This could be developed jointly by the small business advisory committee and MCPED. Such incubators will:
  - a. Accelerate new business formation
  - b. Provide a support process for start up and fledgling businesses
  - c. Provide a variety of resources and services
  - d. Accelerate successful development of these businesses
  - e. Stimulate and support economic development and diversity in the community
  - f. Provide a mechanism to transfer new technology and science products to commercialization

### B. Ideas to increase business and community involvement and development:

6. Send county economic development specialists to evening events sponsored by Automation Alley to increase networking and exposure of county opportunities to business owners.

7. Attract more "millennials" (people in their 20's) to work and reside in Macomb County. Key points for attraction are affordable housing, restaurants and bars, entertainment, walkable urban centers, art and culture. Developers will request assistance from the county with demographics, planning etc. and support for the development of the county seat, Mount Clemens, as downtown Macomb County.

8. Work to attract a Michigan public university to the county for the economic and educational benefits. Benefits include spin-off and support businesses as well as attracting highly educated staff.

C. An idea that has already been presented to MCPED:

9. Our Business Development Committee met with MCPED with a proposal for identifying and attracting new business ventures spun off from university research.

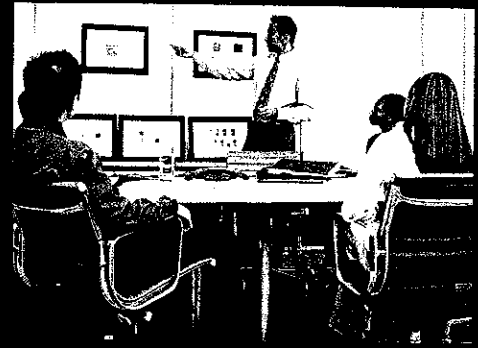
D. Other ideas that are currently being implemented by the business community:

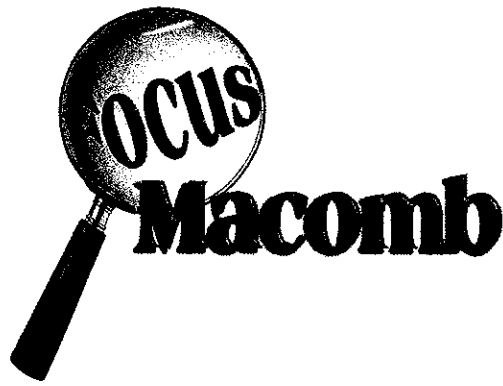
10. Launch the "Source Macomb" website that provides free links and listings for all county business related resources, organizations and events. It will have user generated content and networking features. It will be orientated toward supporting a "Buy Macomb" effort.

11. Promote "bundled" advertising to make print advertising more affordable for small businesses. Initially this will be done with *Crain's Detroit Business*.

12. Develop a countywide business related e-newsletter. We support the proposal of Issue Media Group to accomplish this. Sponsors are needed.

13. The Macomb County Chamber of Commerce will serve as a clearinghouse for business information including press releases.





## Education & Workforce Committee

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The Focus Macomb Education and Workforce Development Subcommittee is charged with examining issues that affect how education opportunities for residents affect economic development in Macomb County. The subcommittee is tasked with developing recommendations and strategies that enhance, strengthen and expand the overall economic success of Macomb County by leveraging existing partnerships and creating new collaborative associations.

### Guiding Statement:

The county supports the development of educational programs and an educational infrastructure that benefits economic development and quality of life in Macomb County.

### Overview:

In 2007 the Education and Workforce Development Subcommittee's primary focus was to further explore last year's recommendation to "Develop and Support Programs to Encourage a Countywide Culture of Education." More specifically, the group closely examined its first recommended approach for achieving this goal. Under this approach the subcommittee recommended the development of strategies and partnerships between the education and business communities designed to stress the importance of post secondary education which targets students, parents, educators, workers and employers. The subcommittee recognizes that a education system and curriculum that is aligned with the needs of the county's existing businesses and its emerging employment sectors is critical to the development of a well rounded, market ready labor force.

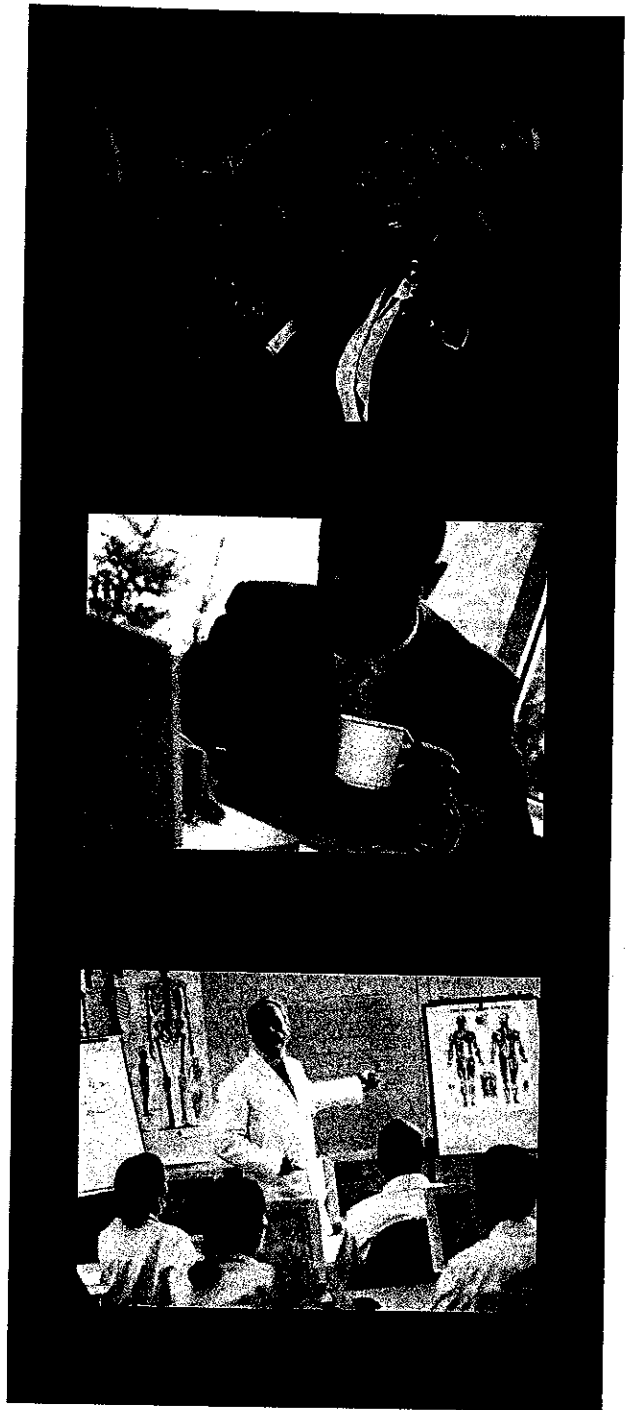
### Key Elements Explored in 2007:

- I. What is a "Market Ready" Workforce? Is Macomb County's workforce "Market Ready" in regards to the labor needs of our identified emerging business sectors?
- II. What challenges and opportunities are Macomb County employers faced with regarding workforce availability, education and skill level?
- III. What educational and training resources are available to county businesses and employees and how do we link people to these resources?
- IV. How do we attract and retain advanced skilled and post-secondary educated employees?

### FINDINGS:

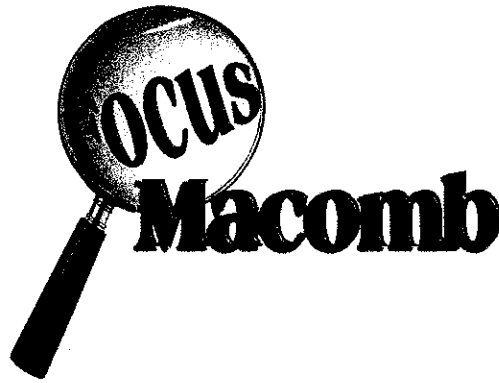
In exploring the above listed key elements, the Education and Workforce Development subcommittee hosted a number of guest speakers from both the education and manufacturing communities. These speakers provided insight into the skills needed by workers to attain entry level and advanced placement in the advanced manufacturing sector. Additionally, the challenges faced by the business community in hiring qualified candidates were explored.

- Manufacturing workforce can be divided into four levels
  - Advanced – Engineers, Designers, Programmers, Management
    - Workers with post-secondary education degrees
  - Skilled Trades – Trades, Electricians, Plumbers, Pipe Fitters, etc.
    - Skilled trades have defined education path - apprentice, journeyman, master skill levels
    - Skilled Trades in short supply due to lack of interest in fields not due to inadequate training opportunities
  - Skilled Labor – Machinists, Tool & Die, CNC, etc.
  - Laborers/Production Workers – general assembly, assembly line (touch labor)
- Job opportunities for today's labor force require higher levels of math, reading writing and science (hard skills) than in the past
- Business community cited absence of soft skills (integrity, ethics, motivation, timeliness, reliability and willingness to learn) before
  - K-12 curriculum best place to integrate soft skills programs
- Federal government, education institutions and the advanced manufacturing industry have developed measures to assess and establish skill standards within manufacturing
  - Work Keys Program (ACT)
- M-TEC and Michigan Works! provide opportunities for employers and workers to develop technical skills, training programs and placement services
  - M-TEC has worked closely with employers from various sectors of the economy to determine the skills, education and experience required by each sector from entry level to management positions (Framework of Competencies)



**Recommendation:**

<b>Develop Career/Education Event to Explore Employment in Emerging Sectors and Aligned Education/Training Opportunities</b>	
<i>Rationale / Benefits</i>	<i>County Role</i>
<ul style="list-style-type: none"> <li>▪ Provide labor force with a clear understanding of the skills and education needed for employment in emerging sectors</li> <li>▪ Allow individuals to align personal education needs with educational opportunities</li> <li>▪ Align business community needs with education community</li> </ul>	<p>Sponsor, support and publicize event. Facilitate partnerships with community, business and education community to develop program subject matter, materials and presenters.</p>



## Health Committee

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The Health Committee is the newest of the five committees of Focus Macomb. Members, representing a diversity of small and large business, health care providers, hospitals and human service agencies, began meeting in April 2007.

### Guiding Statement & Charge:

A vital component for making Macomb County attractive to existing and prospective businesses is our region's ability to provide affordable access to health care. In order to attract and retain employees, businesses must be able to offer competitive compensation packages that include health benefits. Personal health — from wellness, to access, to care — is integral to the economic well being of Macomb County.

With a belief that supporting and enhancing the local health care infrastructure would surely help to spur economic development, the Focus Macomb Health Committee set out to:

1. Review and inventory existing programs, services, assets and healthcare plans
2. Develop a list of available and needed health related services
3. Make recommendations to improve access to health care and services
4. Make recommendations to improve cost efficiencies, as related to access to healthcare, for Macomb area employers
5. Develop an avenue for communicating health related assets and benefits to current employers and new business
6. Develop strategies to attain the recommendations based on outcomes
7. Align our recommendations and strategies with the recommendations and strategies of the other Focus Macomb Committees
8. Keep informed of health policy issues at the state and federal level and continuously act as advocates to promote issues that best serve the needs of Macomb County businesses and residents

### Activities:

A variety of subject matter experts were invited to speak to the group to help every member gain a basic understanding of the many complex issues that surround health care. In examining the issues, the committee carefully considered both short- and long-term solutions and any potential barriers.

### Recommendations:

The committee narrowed its recommendations to three overarching recommendations that identify the benefits of each while defining the roles of both the County and the business community.

**Promote health education, disease prevention and wellness opportunities in Macomb County as a means of reducing the costs of healthcare while improving employee performance and decreasing absenteeism.**

<p><b>Benefits:</b> Creates a culture of health, healthy environment and health status.</p> <p>Promotes assets in Macomb County</p>	<p><b>County's Role:</b> Promote to County employers and the community through the newspaper, press releases and articles</p> <p>Share the County Wellness Program model with employers</p> <p>Host a health fair in collaboration with hospitals, chambers, schools, nonprofits, etc.</p>	<p><b>Business Role:</b> Promote wellness opportunities and incentives to employees</p> <p>Promote walking during work breaks</p> <p>Engage service clubs in improving parks</p> <p>Enhance promotion of wellness programs offered by hospitals and health systems</p>
---	--	--

**Develop a business coalition to enhance economic development through the promotion of health, education and wellness.**

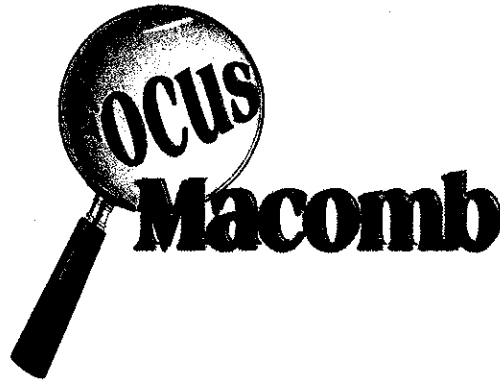
<p><b>Benefits:</b> Enhances awareness of existing health care plans</p> <p>Offers affordable health care plans and/or discounts based on wellness</p> <p>Creates incentives for employers</p> <p>Create an opportunity to collaborate and partner</p> <p>Creates an image of Macomb County being "business friendly"</p> <p>Educates by promoting other enhancements to healthcare coverage.</p>	<p><b>County's Role:</b> FM will recommend key members from FM committees to be part of the business coalition</p> <p>Commissioner membership on the coalition as liaison</p>	<p><b>Business Role:</b> Active participation on the coalition:</p> <ul style="list-style-type: none"> <li>• Develop governance and structure</li> <li>• Develop strategic plan and goals (short term and long term)</li> <li>• Implement plan (create action plan)</li> <li>• Communication (internal and external)</li> <li>• Enhance membership through recruitment</li> <li>• Program outreach</li> <li>• Collaborate with other organizations (professional, service, hospitals, chambers, healthcare)</li> </ul>
---	---	--

**Enhancing access and awareness of affordable healthcare plans to Macomb County businesses (example: Macomb Blue)**

<p><b>Benefits:</b> Enhances awareness of existing health care plans</p> <p>Touts average costs of health care in Southeast Michigan vs. other parts of the United States</p> <p>Promotes assets available in Macomb County by utilizing existing resources (Austin Texas)</p> <p>Promotes services and benefits for all types of health care e.g. behavioral health, cancer, long term care</p>	<p><b>County's Role:</b> Include information in the State of the County address and materials</p> <p>Work collaboratively with Macomb Health Plan Board to investigate possible changes in the plan (i.e. hourly rate)</p>	<p><b>Business Role:</b> Business mentoring to create awareness.</p> <p>Participate in needs assessments.</p> <p>Increase cost sharing by businesses</p> <p>Identify ambassadors to guide new businesses</p>
--	--	--

**In Summary:**

The committee has already completed the first steps of its mission by developing a list of services offered by Macomb County health care providers. It includes a list of programs for both the underserved and those programs which may be of value to employers and can be found at [www.macombcountymi.gov/planning/fm](http://www.macombcountymi.gov/planning/fm). FMH will continue to work towards completion of the other five objectives outlined in our Charge. We look forward to our continuing our work as a committee in 2008 and to pursuing our recommendations.



## Quality of Life Committee

---

### Introduction:

Businesses locate and employees move, based on quality of life, as well as on economic considerations. This makes the quality of life in metropolitan Detroit and in Macomb County central to business attraction/retention, and to attracting a knowledgeable and dynamic workforce. The quality of life will help define our 21st Century economy. If businesses and people recognize what we are and what we have, they will come.

In 2006, the Focus Macomb Quality of Life Committee identified three opportunities; one of immediate, one of near-term, and one of longer-range importance. The Committee proposed, and the Board of Commissioners accepted, a first focus on the short-term objective: enhanced promotion of the County to residents and non-residents, through a Quality of Life Web site. We are pleased to report success, and are ready to implement a dynamic web site for the public's use.

### The Proposal:

Promote awareness through the existing County Web site, as an immediate goal. This will be the "go to" place for those seeking information about events and attractions.

### The Result:

A private web site not affiliated with county government: The committee explored various approaches and evaluated the four most promising. One proposal was a web site closely related to and affiliated with Macomb County; the other three would be privately developed and privately-funded, requiring no financial support from the County. After deliberation:

- The Committee decided to negotiate with Aqaba Technologies, an international company headquartered in Sterling Heights, which offers dynamic technology and personalized assistance to ensure a dynamic, relevant, timely, and accurate site promotes Macomb County to the public. The contractor has pledged to work with the Committee throughout product development, and beyond to satisfy our needs.
- The Committee authorized Paul Socia, Karen Parenteau, and Mike Rozny to negotiate with the Contractor. They will periodically report progress for Committee review and approval. The Committee will focus on other initiatives adopted last year.
- Executive Committee feedback indicates strong support for the website among other FM Committees, and eagerness to use the site developed for their own purposes.



### Unfinished Items:

The Committee must complete the following items before site development:

- Develop appropriate site governance. Will the business belong to Focus Macomb, or to another entity whose mission closely aligns with its own? Once that question is answered, the structure will be developed
- Determine who pays for start-up and maintenance costs. The developer must be paid, and staff hired to feed requisite information concerning featured partners
- Locate a host or business partner to manage the site. We are volunteers, and cannot assume these duties or enter into contractual relationships. A capable partner is therefore necessary
- Hire staff to manage and maintain the site over time. Continued site viability is critical for success, and demands active and effective management

### Support Requested from the Board of Commissioners:

The Committee is aware of the serious budgetary constraints at the County level, and is not therefore asking for staffing, material, or monetary help. It is, however, asking for help in the following three ways. The Board of Commissioners is asked to...

1. formally express its support for the Committee's past and future efforts
2. individually and collectively discuss and otherwise promote the site whenever appropriate, to build a sense of expectation and receptiveness among the public
3. provide the Committee with the names and contact information of businesses which might be able to financially support the site

The Committee has conceptualized, and will now develop, a site to increase public awareness of Macomb County as an exceptional place in which to play, live and work. The Board's support will expedite progress and enhance our chances for success.





## Transportation Committee

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The mission of Focus Macomb Transportation Committee is to identify the transportation issues and challenges that affect our County. Our goal is to recommend solutions that enhance and encourage economic development in our communities, improve the quality of life for our citizens, and strengthen our ability to compete in the today's global economy.

### Legislation and Alternative Funding for Road Construction:

The committee encourages the Board of Commissioners to join them in supporting organizations and legislative action to affect changes in current laws that limit funding and procedures for road and bridge construction and maintenance. The committee recommends four focus areas:

1. Support Businesses for Better Transportation (BBT), and similar grass roots organizations, in their efforts to increase awareness of transportation issues; and change current laws to allow communities local-options to generate tax revenue. The BBT's Regional Steering Committee has completed a White Paper recommending the necessary legislative changes be enacted by the Michigan State legislature to allow local governmental units to generate revenue that addresses their needs. If approved by the legislature, each element of the following "local-options" would include a 10-year "sunset" to ensure voters an end to the tax but allow counties the revenue to implement programs that benefit their citizens and communities.

The BBT proposes the following "Local-Option" be made available to Michigan's counties:

- Gas and diesel taxes: One county: up to 3-cents each, gas and/or diesel; two adjacent counties jointly: up to 5-cents; three or more adjacent counties: up to 7 cents
  - A vehicle registration fee of up to 20 percent of current fee
  - Property transfer fee of up to 0.35%
  - Local sales tax up to 1%, which would require an amendment to the State Constitution. Though admittedly difficult to accomplish, this is vital to the proposal
2. Encourage the Michigan legislature to reevaluate Public Act 51 (1951), pertaining to the formula(s) used to determine the percentage of tax dollars allocated to local units of government for road and bridge projects. It is the opinion of the committee, whereas the formulas applicable in 1951 were fair and equitable, they no longer reflect the needs of the communities. Major changes in automotive technology, increased fuel efficiency, the development of hybrid vehicles and alternative fuels, have already reduced available tax revenues. The federal mandate toward even higher fuel-efficient vehicles and increased research in alternative energy sources will further reduce tax revenues based on the use of fossil fuels. In addition, the past fifty-six (56) years has seen a major change in the distribution of the population from city centers to suburban and rural areas and miles of roads maintained by local units of government. The current formulas do not reflect these changes and therefore negatively impact the ability of the local governments in these areas to build and maintain safe and efficient roads and bridges for their citizens.

3. Support the Governor's Task Force evaluating road and aeronautical transportation in Michigan.
4. Schedule a quarterly report on the proposals and actions of the U.S., Michigan and local communities to be presented to the members of Board of Commissioners LAS committee.

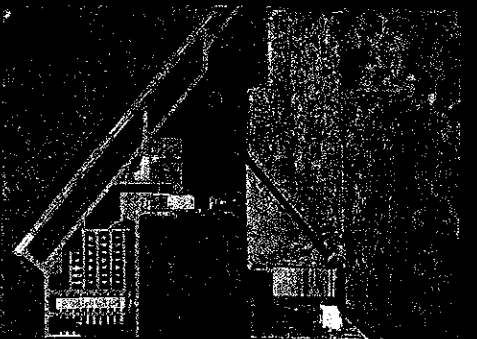
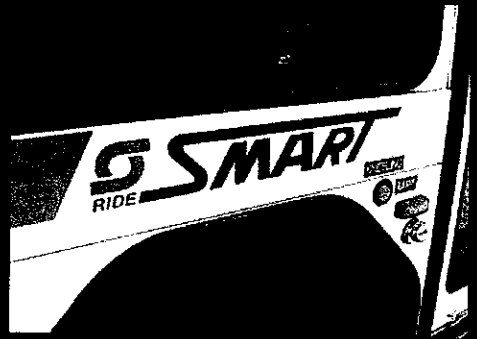
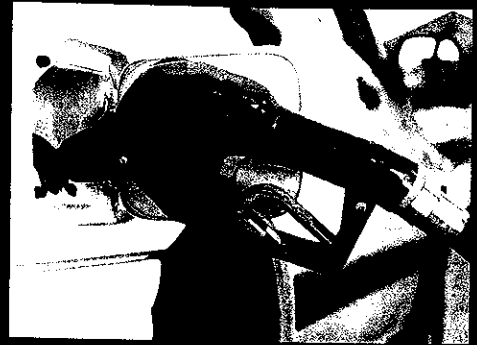
Public Transit:

1. The committee requests the Board of Commissioners assign the Department of Planning and Economic Development to be recognized as the Macomb representative for public transit matters, as well as, to coordinate meetings and workshops between local community leaders and representatives of SMART to:
  - Exchange information between communities with successful SMART programs
  - Coordinate services and eliminate duplicate services between communities
  - Plan for the future public transit needs of the citizens of the County
2. Recommend the Board continue its support of the Regional Transit Coordinating Council, under the direction of John Hertel, to bring efficient, safe and long-term economic growth to the region through the effective use of mass transit.
3. The committee also asks the Board of Commissioners to support an "Adopt-A-Shelter" program. The program would be administered by SMART with local businesses overseeing the maintenance and beautification of bus shelters located on their easements. Signage, similar to the Adopt-A-Road signs, could be placed at shelter locations recognizing the commitment of the participating businesses as involved corporate citizens. Annual recognition awards could be given to acknowledge the businesses and their employees.

Romeo Airport:

The members of the Transportation Committee support the County's initiative to support the local communities' investigation into the potential ownership of the Romeo Airport.

The Committee recommends the Board of Commissioners support a "Use Projection" survey of major corporations and representation at Community Airport Study meetings.



# 2007 Focus Macomb Members

Roy Rose - Executive Co-chair,  
President, Anderson, Eckstein & Westrick

Donald Torline - Executive Co-chair,  
President, Baker College of Clinton Township

## Business Development Committee

Rick Kincaid, Co-chair  
K & F Electronics

Ron Reed, Co-chair  
Retired Banker

William Andre  
Hydra-Lock Corporation

Luke Bonner  
City of Sterling Heights

Maria Stella Castronova  
Stella Specialty Sweets

Ron Chriss  
DTE Energy

Michael Claassen  
Schaeffler Group

Jim Daniels  
Romeo Expeditors, Inc.

Damiano DiMercurio  
Dilusso Building Companies

John Hill \*  
Midwest Mold

Larry Humphrey  
Burttek, Inc.

James A. Krause  
LongShot Golf Inc./Acculabel Company

Brian Kern \*  
J.G. Kern Enterprises

Diana Kolakowski  
City of Warren

Ed Kubes  
Lakeside Mall

Michael Malone  
Partners in Architecture, PLC

Jack Murphy  
Fidelity National Title Company

Jon Peterson  
AT&T

Vito Pianello  
The PrivateBank

Bill Quinlan  
Quinlan Associates Architect

Ted Schollenberger  
Mineral Springs Development

Grace Shore  
Central Macomb Chamber

Terence Thomas, Sr.  
St. John Health

Donald Torline  
Baker College of Clinton Township

Kathy Vosburg  
Macomb County Board of Commissioners

Chester Zochowski  
REI Group

## Education & Workforce Development Committee

Frank Blowers, Co-chair \*  
Lakeside Community Bank

Barbara Rossmann, Co-chair  
Henry Ford Macomb Hospitals

Dominic Abbate  
Wakely Associates

Melanie Davis  
The Macomb County Chamber

Misty Delegato  
Relevar Home Care

Richard Deneweth \*  
MEA-NEA Local 1

Mike Devault  
Macomb Intermediate School District (MISD)

Melody Gorno  
Davenport University

Scott Goemmel  
PMV Technologies

Judy Hartwell  
Congressman Sander Levin's office

Jim Jacobs  
Macomb Community College

Albert L. Lorenzo, Ph.D.  
Macomb Community College

Ursel Mayo  
Mayo Real Estate Group

Lou Moss  
Unlimited Enterprises

John Nitz  
O'Reilly & Rancilo

Daniel A. Nowicki  
Anderson Cook, Inc.

DiAnne Pellerin  
L'Anse Creuse Public Schools

Paul M. Saad  
Signature Associates

Scott Smith  
Comcast

Jon M. Switalski  
Macomb County Board of Commissioners

Donald Torline  
Baker College of Clinton Township

Joe Wentrack  
Plante & Moran, P.C.

Shirley West-Meeks  
NU-LEGACY J.E.T.S., Inc.

John H. White  
TechWrite, Inc.

## Health Committee

Susan Murphy  
United Way For Southeastern Michigan

Joie West  
Clinton Township

Alisha Baker  
Dupont Auto Systems

Mark Brady  
St. John Health

Andrea Cook  
Plante & Moran, PLLC

Rev. Michail Curro  
Interfaith Center for Racial Justice

Philis DeSaele  
Macomb County Board of Commissioners

Margaret Dimond  
Henry Ford Macomb Hospitals

James Gillespie  
Goodman Factors, Ltd.

Bryant Goodreau  
First Independent Financial Group

Michael Kaszubski  
Extensive Horizons, Inc.

Anne MacIntyre  
Community Central Bank

Mark S. O'Halla  
Mount Clemens Regional Medical Center

Vasilis K. Pozios, M.D.  
University of Michigan Hospitals

Thomas Reed  
Catholic Services of Macomb

Roy Rose  
Anderson, Eckstein & Westrick

Thomas Scott  
International Union of Operating Engineers, Local 324

Patricia Walford  
Sacred Heart Rehabilitation Center

## Quality of Life Committee

Karen Parenteau, Co-chair  
Health Alliance Plan

Paul Socia, Co-chair  
Citizens State Bank

Joe Abdoo  
International Brotherhood of  
Electrical Workers – Local 58

Jason Barber \*  
Downriver Community Services

Michele Barnard  
Beaumont Hospitals

Ameldia Brown  
Henry Ford Macomb Hospitals

I.J. Campbell  
City of Roseville

Suzanne Coats  
Turning Point

Tony Comito  
Retired, TACOM

Ken DeCock  
Boyka's Farm Market

Susan L. Doherty  
Macomb County Board  
of Commissioners

Larry Garrisi  
Sunshine Homes

Jonathon Goscinski  
Remax Acclaim

Patrick Green  
Aon Risk Services, Inc. of Michigan

Jack C. Liang  
Huron-Clinton Metroparks Authority

Frank Marella  
CARE House

Arthur Mullen  
Mount Clemens Downtown  
Development Authority

Christopher Pozios, Esq.  
Pozios Properties LLC

Roy Rose  
Anderson, Eckstein & Westrick

Mounir Sharobeem  
Judson Center

Frederick J. Thompson  
Indian Summer Recycling, Inc.

## Transportation Committee

Anthony Viviano, Co-chair  
Sterling Heights Dodge

Anthony Lombardo, Co-chair \*  
Lombardo Companies

Lillian Adams  
Sterling Heights Chamber of  
Commerce

Benjamin Aloia  
Aloia & Associates

Doug Brown  
ASTI Environmental

Dan Dirks \*  
SMART

Richard Doherty

Chuck A. Gemayel  
Soil and Materials Engineers, Inc.

Fran Gillett  
Road Commission of  
Macomb County

Ed Hoover  
Rizzo Services

Richard Ives  
John Carlo, Inc.

David Lakin  
Spalding DeDecker Associates

Marilyn Lane  
Lane Development

Angelo S. Lanni  
Florence Cement Company

Pat Lehman  
Retired, City of Sterling Heights

Keith McCormack  
Hubbell Roth & Clark, Inc

Ralph Maccarone  
Shelby Township

Keith Rengert  
Macomb County Board of  
Commissioners

Roy Rose  
Anderson Eckstein & Westrick

Jay B. Shah  
Somat Engineering Inc

Melissa Trustman  
Detroit Regional Chamber



\* served for part of the year

"Focus Macomb" is a group of nearly 100 leaders in business, education, healthcare and government working together to strengthen Macomb County's ability to retain and attract business. Launched in March 2006, members of Focus Macomb have devoted countless hours to examining the issues that impact economic development in the county through five solution driven committees:

Business Development  
Education/Workforce Development  
Health  
Quality of Life  
Transportation

Each committee works to develop and implement projects that will positively impact Macomb's economy.

### Leadership

#### **Focus Macomb Executive Co-Chairs**

Roy Rose, President  
Anderson, Eckstein and Westrick, Inc  
(*Quality of Life, Transportation and Health*)

Donald R. Torline, President  
Baker College of Clinton Township  
(*Business Development & Education/Workforce Development*)

#### **Business Development Co-Chairs**

Rick Kincaid, CEO; K & F Electronics  
Ron Reed, retired banker

#### **Education Co-Chairs**

Barbara Rossmann, President/CEO; Henry Ford  
Macomb Hospitals  
Frank Blowers\*, CEO; Lakeside Community Bank

#### **Health Co-Chairs**

Joie West, Trustee; Charter Township of Clinton  
Susan Murphy, Senior Director; United Way for  
Southeastern Michigan

#### **Quality of Life Co-Chairs**

Paul Socia, CEO; Citizens State Bank  
Karen Parenteau; Health Alliance Plan

#### **Transportation Co-Chairs**

Anthony Lombardo\*, CEO; Lombardo Development  
Anthony Viviano, CEO; Sterling Heights Dodge

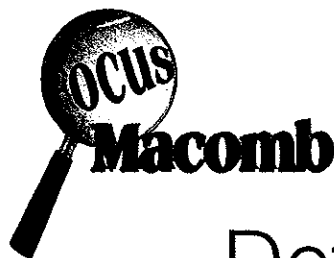
#### **Macomb County Board of Commissioner Liaisons**

Commissioner Kathy Vosburg, *Business Development*  
Commissioner Jon Switalski, *Education*  
Commissioner Philis DeSaele, *Health*  
Commissioner Susan Doherty, *Quality of Life*  
Commissioner Keith Rengert, *Transportation*

#### **Macomb County Department of Planning & Economic Development staff support:**

Stephen N. Cassin, AICP; Executive Director  
Donald Morandini; Deputy Director  
Cheryl Bushbaker; Clerical Supervisor  
John Crumm; Program Manager for Planning &  
Environmental Services  
Kate Doyle; Account Clerk  
Jason Friedmann\*, Senior Planner  
Sharon Laskowski; ADO Clerical Coordinator  
Rachael Lisecki, Graphics Technician  
Carol Pihaylic, Graphics Technician  
Lauren Royston\*, Senior Planner  
Mike Rozny; Program Manager for Community  
Development  
Camille Silda, Senior Planner  
Robert Tess; Program Manager for Economic  
Development  
Justin Robinson; Associate Planner  
Jeff Schroeder; Program Manager for Geographic  
Information Services/Graphic Design  
Maria Zardis; Grants Coordinator

\* served for part of the year



## **Macomb County**

# Defining Business + Life

Focus Macomb is coordinated by the Macomb County  
Department of Planning & Economic Development.

For more information please contact:

1 S. Main St., 7th Floor, Mount Clemens, MI 48043

**586-469-5285**

[www.MacombBusiness.com](http://www.MacombBusiness.com)

# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Receive and File the Presentation from M-DOT on the Detroit River International Crossing Study Draft – Environmental Impact Statement

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

RED 3-11-08



**From:** "Katherine Stambaugh" <StambaughK@michigan.gov>  
**To:** <stephen.cassin@macombcountymi.gov>  
**Date:** 2/25/2008 11:38:42 AM  
**Subject:** Briefing Session to the Board of Commissioners

Steve,

Thank you for taking time to speak with me this morning. In March, MDOT will be holding 2 public hearings to present a summary of the U.S. Draft Environmental Impact Statement (DEIS) for the Detroit River International Crossing (DRIC) Study, which is now available for public review and comment. The DEIS examines the social, environmental and economic factors related to ten alternatives that would include a new border crossing over the Detroit River, new customs and border protection facilities on both sides of the border, and direct connections to the freeway network in both the United States and Canada.

These hearings will be conducted in March at the follow locations:

- March 18, 2008 at Southwestern High School, 6921 W. Fort St., Detroit
- March 19, 2008 at LA SED Gymnasium, 7150 W. Vernor, Detroit

Each hearing will be held from 5 p.m. to 8:30 p.m., with a formal presentation at 6:30 p.m. followed by an opportunity for public comments and questions. A copy of the complete transcript, including all of the written and recorded oral comments received, will be available for public review in June 2008. Currently, the DEIS is available on the project website at [www.partnershipborderstudy.com/reports\\_us.asp](http://www.partnershipborderstudy.com/reports_us.asp).

MDOT's DRIC team respectfully requests to meet for the purpose of making a brief presentation to the Macomb County Board of Commissioners prior to these public hearings. Should you have any questions, please don't hesitate to contact me or Mohammed Alghurabi, Sr. Project Manager for the DRIC, at (517) 373-7674.

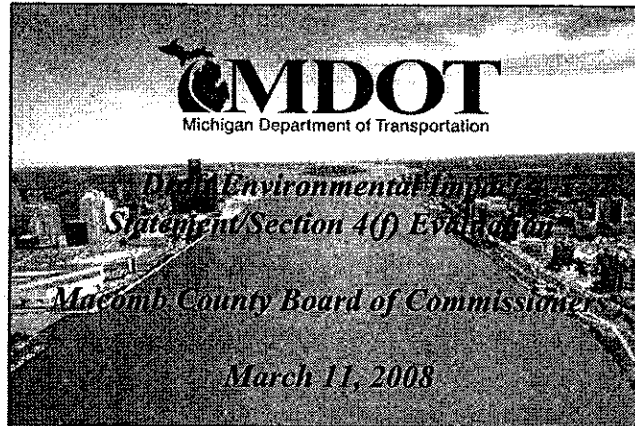
Thanks again!

Kathy Stambaugh, Administrative Assistant  
Detroit River International Crossing (DRIC) Study  
MDOT, Bureau of Transportation Planning  
Executive Division  
425 W. Ottawa Street  
P.O. Box 30050  
Lansing, Michigan 48909  
Office: (517) 335-4300  
Fax: (517) 335-9255  
[stambaughk@michigan.gov](mailto:stambaughk@michigan.gov)

**CC:** "Mohammed Alghurabi" <AlghurabiM@michigan.gov>

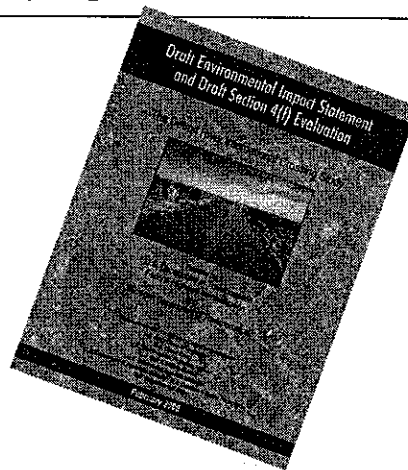
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## *Detroit River International Crossing Study*



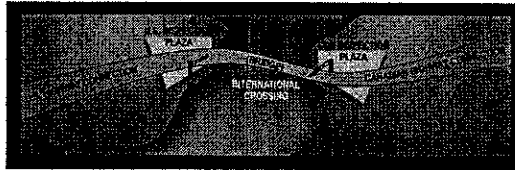
## *DEIS Availability Briefing*

- Study Overview
- DEIS Documents
- Hearing and Comment Period
- MDOT Contact



## *What is the "Detroit River International Crossing Study" ?*

- DRIC (Detroit River International Crossing) is a study to determine the appropriate type and location of a possible new crossing, as well as connections to an interstate freeway in the U.S. and Highway 401 in Ontario, Canada.



## *DRIC is a Bi-national Undertaking*

The Border Transportation Partnership



### *Purpose of DRIC Project*

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- To provide safe, efficient and secure movements of people and goods across the U.S.-Canadian border in order to support the economies of Michigan, Ontario, Canada and the U.S. and,
- To support the mobility needs of national and civil defense to protect the homeland.

### *Need for Project*

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- Capacity
- System connectivity
- Processing capability
- Reasonable and secure crossing options

### *Existing Detroit River International Crossings*



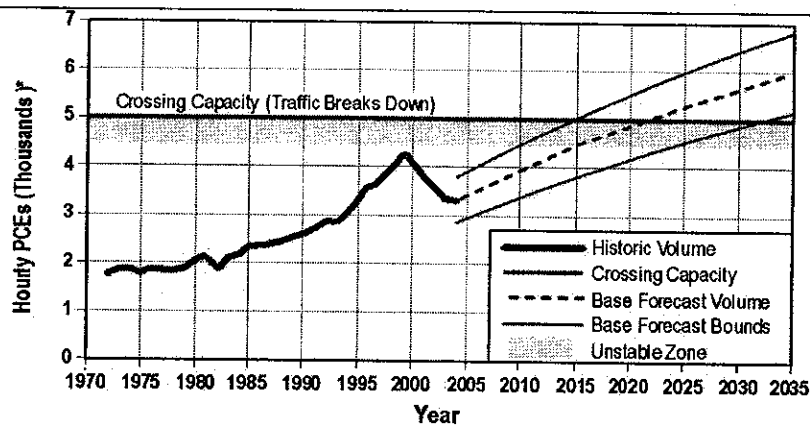
### *The Business of Borders*

- The U.S. and Canada are each others' largest trading partners. Over \$1.1 Billion in goods cross between our two countries every day.
- U.S. – Canadian trade supports 7.1M U.S. jobs, 221,500 Michigan jobs, and 1 in 3 Canadian jobs.
- The Detroit-Windsor border is the busiest trade corridor in the world.
- Over 40% of our nation's trade with Canada occurs at crossings in Detroit and Port Huron.

### *Forecasts Indicate by 2035:*

- Car traffic up 57%
- Trucks up 128%
  - ✓ We'll outgrow the connecting roads and the border plazas first

### *Travel Demand vs. Capacity: Combined Detroit River Crossings*

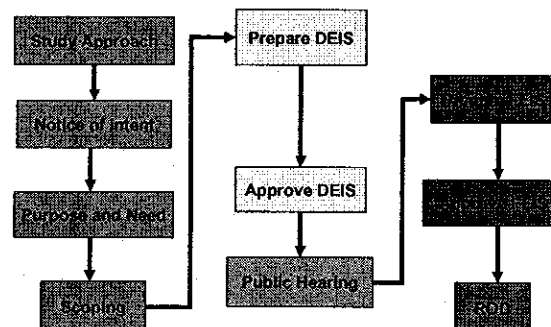


\* PCE = Passenger Car Equivalents (i.e. trucks are converted to an equivalent number of cars)

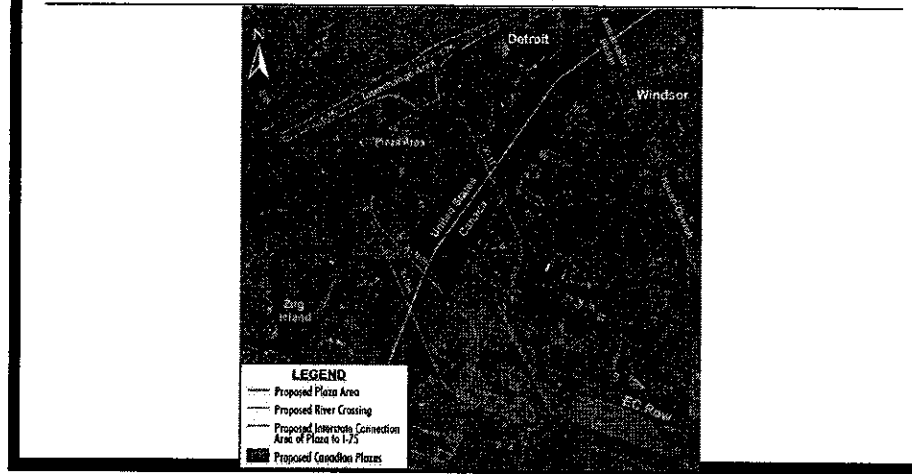
Source: IBI Group

Preliminary - for Discussion Purposes Only

## EIS Process



## *Area of Analysis for Crossing System*



## *General Categories of Impacts*

- Environmental impact
- Social costs, and
- Economic impact



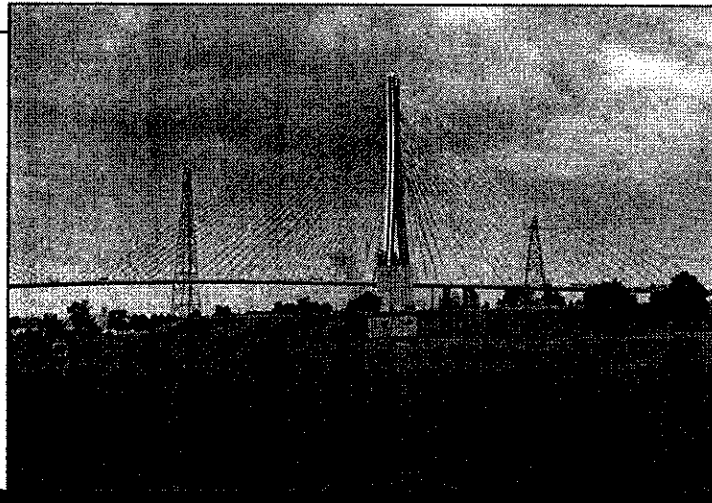
### *Practical Alternatives*

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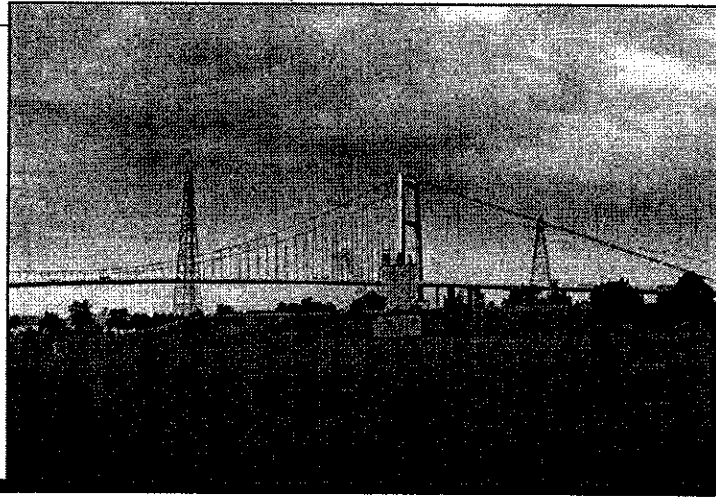
- Nine Build Alternatives
- One No-Build Alternative

### *Bridge Types Studied: Cable Stay*

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### *Bridge Types Studied: Suspension*



### *Documents Available for Public Review & Comment*

- DEIS
  - Executive Summary
  
- Technical Reports

### *Expected Relocations with DRIC*

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- Between 324 and 414 Dwellings, including 2 apartment buildings with a total of 100 dwelling units
- Between 41 and 56 businesses

### *Forecast of Construction Jobs with DRIC*

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- Create up to 10,400 construction jobs
- Add up to 27,000 indirect jobs

### *Forecast of Permanent Jobs with DRIC*

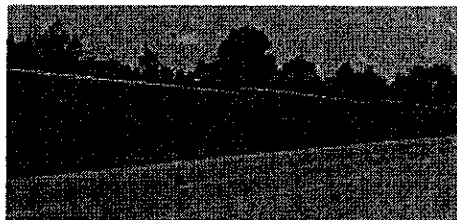
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- Retain about 25,000 jobs statewide
  - Additional border capacity will support basic industries which depend on it to sell their products
- Add 3,350 new jobs in Southeast Michigan due to enhanced accessibility provide by another crossing

### *Detroit River International Crossing*

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- Noise levels should go down
- Some noise walls will be built



### *Detroit River International Crossing*

---

Air quality will improve.

### *Impacts on Parks*

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- Rademacher Recreation Center (now closed) would be eliminated
- Rademacher Park plus one play lot would be eliminated



### *Impacts to Places of Worship*

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- St. Paul AME Church



### *No Impacts with DRIC on:*

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- Wetlands
- Water Quality
- Threatened and Endangered Species

### *What is the DRIC's U.S. Cost?*

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- The U.S. part of this cost is between \$1.28 billion to \$1.49 billion (with inflation) which includes:
  - ✓ Property Acquisition
  - ✓ Interchange with I-75
  - ✓ Plaza
  - ✓ Half of bridge

### *No-Build Alternative*

---

- No one would have to move if nothing is done.
- But, the Delray community would likely continue to lose housing.

### *No-Build Alternative – What it Includes*

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- Further loss of jobs statewide and regionally
- More abandoned industrial sites

### *What is the “Gateway Project”?*

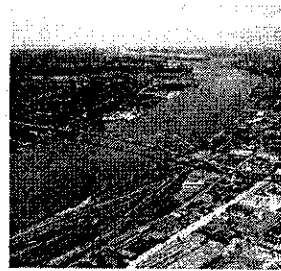
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- The Gateway Project will build new connections from the Ambassador Bridge plaza to I-75.



### *What is the proposed Ambassador Bridge Enhancement Project?*

- DIBC seeking environmental clearance for a replacement bridge (U.S. and Canada).
  - ✓ Private construction and operation
  - ✓ Private ownership and control
  - ✓ Funded largely or totally through tolls



### *DEIS and Technical Reports Available at:*

- |  |                                    |
|--|------------------------------------|
| ■ MDOT Lansing Office                        | ■ Allen Park Library               |
| ■ MDOT Metro Region Office                   | ■ Bowen Branch Public Library      |
| ■ MDOT Detroit Transportation Service Center | ■ Campbell Branch Library          |
| ■ MDOT Taylor Transportation Service Center  | ■ Delray Recreation Center         |
| ■ City Hall Central District, 2              | ■ Detroit Public Library           |
| ■ City Hall Northwestern District            | ■ Ecorse Library                   |
| ■ City Hall Northeastern District            | ■ Henry Ford Centennial Library    |
| ■ City Hall Western District                 | ■ Kemeny Recreation Center         |
| ■ City Hall Eastern District                 | ■ Melvindale Library               |
| ■ City Hall Southwestern District            | ■ River Rouge Library              |
|  | ■ Southwestern High School Library |

## Public Hearings

- 5:00 to 8:30 p.m.
  - Formal Presentation at 6:30 p.m.
- March 18 at Southwestern High School
  - 6921 W. Fort St., Detroit
- March 19 at LA SED Gymnasium
  - 7150 W. Vernor, Detroit



## Comment Period

- Now through April 29, 2008

Your  
input  
is vital !

### The Detroit River International Border Crossing Comment Form

The Michigan Department of Transportation (MDOT) is sponsoring the Detroit River International Corridor Study in southeastern Michigan. The Environmental Study Phase of the project involves stakeholders and the public through several rounds of meetings over a period ending in 2007. The purpose of the Detroit River International Corridor Study is 1) to provide safe, efficient and secure movement of people and goods across the Canada/US border on the Detroit River area to support the economic of Michigan, Ontario, Canada, and the US; and 2) to support the mobility needs of natural and our defense.

#### GET INVOLVED!

A series of meetings will be held during this study. If you would like to receive notice of future meetings, and have not already received a notice, please give us your name and address.

\*\*\* PLEASE PRINT CLEARLY \*\*\* Your name will be held confidential

Name \_\_\_\_\_

Address \_\_\_\_\_

City / ZIP \_\_\_\_\_

E-mail \_\_\_\_\_

How did you learn of this meeting? (Check One) ☐ Newspaper ☐ Mailer ☐ Word of mouth  
☐ Radio ☐ Television ☐ Other \_\_\_\_\_ Specify \_\_\_\_\_

#### TELL US WHAT YOU THINK

We want to know what you think the issues are that affect your area. Is there an issue we should address? Anything you have to say is important. Use the space below and on the back. Or, call 1-800-800-2540.

Leave a message or add your name to the mailing list, if you have not already done so.

\_\_\_\_\_

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\_\_\_\_\_

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## *Contacts*

---

- Comments to:

Robert H. Parsons

Public Involvement and Hearings Officer

517.373.9534

[parsonsb@michigan.gov](mailto:parsonsb@michigan.gov)

- Senior Project Manager

Mohammed S. Alghurabi

517.373.7674

[alghurabim@michigan.gov](mailto:alghurabim@michigan.gov)

## *Detroit River International Crossing*

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### Questions/Comments?

[www.partnershipborderstudy.com](http://www.partnershipborderstudy.com)



# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Receive and File the Presentation on the Planning and Economic Development Department's Strategic Economic Development Plan

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

PED 3-11-08

PEO Committee Meeting  
3-11-08

Item  
#9

Distributed

# **Macomb County Economic Development**

## **Strategic Plan Summary**

**Presented to:**

**Macomb County Planning & Economic  
Development Committee**

**March 11, 2008**

# Department of Planning & Economic Development

**Executive Director**

**Steve Cassin**

**Deputy Director**

**Don Morandini**

**Community  
Development  
Services**

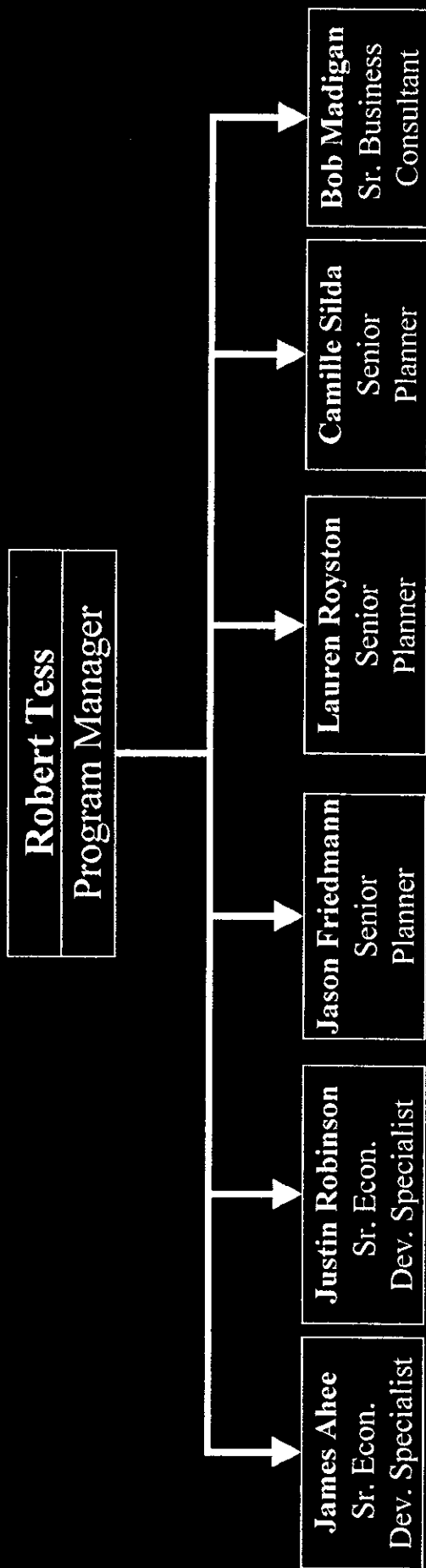
**Economic  
Development  
Services**

**Planning &  
Environmental  
Services**

**GIS & Graphic  
Support  
Services**

**Administrative  
Support  
Services**

# Economic Development Services Group



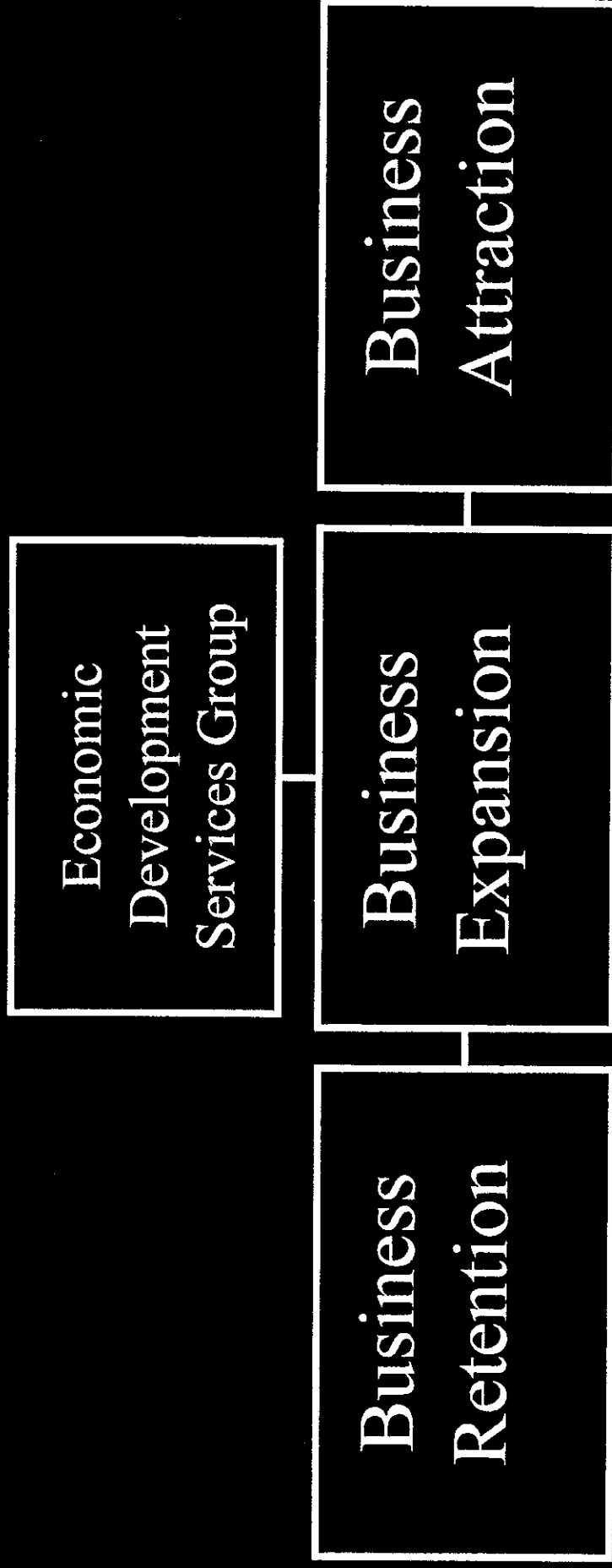


# MISSION STATEMENT

The mission of the Economic Development Services Group is to foster a healthy, growing and diversified business community in Macomb County. By providing businesses with access to a variety of assistance, the EDSG serves to:

- Maintain jobs and generate new job opportunities for residents
- Expand Macomb County's tax base
- Promote the adoption of creative, technology-based solutions in business and industry.

# Macomb County Economic Development Strategy



# RETENTION

- Serves to maintain the existing manufacturing base
- Opportunity for direct contact with business owners
- Stay apprized of manufacturers' issues and concerns
- Allows for accurate assessment of business needs
- Facilitates prompt response through direct assistance or referral.

# EXPANSION

Same benefits as retention, plus:

- Specifically addresses the needs of businesses that are in growth mode
- Special incentives available through state, county and local government
- Business plan is critical first step.

# ATTRACTION

Successful retention and expansion efforts create a business environment that encourages new investment:

- Build upon business community's strengths
- Use as a mechanism for introducing diversity into the industry mix
- Focus on those industries that are technology-based and that create well-paying, sustainable jobs.

# TARGETTED INDUSTRIES

In 2006, the Board commissioned the *Intellitrends Targeted Industries Study*.

Report identified six industry groups as Macomb County's most promising prospects for potential growth and sustainability:

Advanced Automotive  
Advanced Manufacturing  
Aerospace  
Alternative Energy  
Defense/Homeland Security  
Medical Research/Healthcare

Tool & Die

# TARGETED INDUSTRIES

## Industry Groups & Staff Assignments:

Advanced Automotive – J. Ahee, J. Freidmann

Advanced Manufacturing – J. Robinson, L. Royston

Aerospace – J. Ahee, J. Robinson

Alternative Energy – J. Ahee, J. Friedmann

Defense / Homeland Security – J. Robinson, L. Royston

Medical Research / Healthcare – J. Friedmann, L. Royston

Tool & Die – J. Ahee, B. Madigan

Research – C. Silda

# TARGETED INDUSTRIES

## Retention, Expansion and Attraction Activities:

EDSG staff members will be responsible for the following activities specific to their respective industry group assignments:

- Research
- Client/Prospect Identification
- Outreach
- Needs/Investment Assessment
- Delivery of Services
- Client Tracking
- Relationship Management



# BUSINESS ATTRACTION

Geographic Targets

Americas

Asia

Europe

# BUSINESS ATTRACTION

Geographic Targets – Staff Assignments:

Americas – J. Ahee, J. Friedmann

Asia – J. Robinson, L. Royston

Europe – R. Tess, J. Ahee

Research – C. Silda

# BUSINESS ATTRACTION

## Partner Organizations – Global Activities

EDSG staff will be responsible for participating in select activities, specific to their respective geographic assignments. The following are among those events that will be considered:

DREP -	SAE Congress/Breakfast (Detroit) Canadian Manufacturing Week (Toronto) Hannover Fair (Germany – '09) IAA (Frankfurt, Germany – '09) APMA (Hamilton, Ontario) Grand Prix (Detroit) NAIAS (Detroit) Other "Sector" Missions/Expos (TBD)
MGP -	CoreNet (San Diego) IMTS (Chicago) Aerospace_UK (London) Wind Power 2009 (Minneapolis) Other "Sector" Missions/Expos (TBD)
Automation Alley -	Beijing Auto Show Brazil Other "Sector" Missions/Expos (TBD)

# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Recommend approval and refer to Budget Committee the Agreement with Birchler-Arroyo Associates for \$26,250 for consulting services to develop a Macomb County Development Certification Program. Funding is available in the department's Economic Development Account

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

PED 3-11-08

**AGREEMENT FOR  
PLANNING CONSULTANT SERVICES**

THIS AGREEMENT has been made and entered into on this \_\_\_\_\_ day of \_\_\_\_\_, 2008, by the Department of Planning and Economic Development for Macomb County, Michigan, hereinafter referred to as the "Department" and Birchler Arroyo Associates, Inc., herein-after referred to as the "Planners" with offices located at 28021 Southfield Rd., Lathrup Village, Michigan 48076.

**WITNESSETH:**

WHEREAS, the mission of the Department of Planning and Economic Development includes the responsibility to foster coordination between communities by educating, promoting, enhancing, and advocating sound planning practices to create sustainable communities, address quality of life issues and protect the natural environment.

WHEREAS, it is the intention of the Department to attract quality development to the County and send a message to potential investors and developers that clear and efficient development review procedures are a priority for the County and participating municipalities.

WHEREAS, it is the intention of the Department, in order to carry out the above-mentioned duties, to engage the technical assistance of the Planners identified above,

NOW THEREFORE, in consideration of the foregoing and of the mutual agreement hereinafter set forth, the Department and the Planners do agree for themselves and their respective successors and assigns as follows:

**SECTION 1. Work Plan / Scope of Services**

The following is an outline and description of the scope of services proposed by Birchler Arroyo Associates, Inc. for the first two phases of the *Macomb County Development Certification Program*.

**Task 1. Kickoff Meeting, Preparation of Program Overview**

The first step in the process is to ensure that all participants agree to and understand the work program goals and objectives. A Kick-off Meeting will be held to discuss, eligibility requirements, official program name and logo. In addition refined program objectives will be drafted. The meeting will serve as an information exchange exercise wherein relevant information will be shared. The format and locations for the Best Practice Identification Workshops (Task 2) will be determined. The Department will identify and secure the location of for the Kick-off Meeting and BA will facilitate the meeting and prepare the meeting materials.



Based on the input from the Kick-off Meeting program overview materials will be assembled for the review and approval of the Department. Approved materials will be posted by the county on its web site. An email contact program will be used to filter information about the program to county communities. The Planners will develop the text and design the emails for review by County staff and distribution will be via Constant Contact email service. It is anticipated that up to five email blasts will be included. A tri-fold brochure will be designed for distribution to County Communities.

#### Task 1 Outcomes

- ♦ Kick-off Meeting with County Staff
- ♦ Establishment of Certification Program official name and logo (County will develop name and logo with review and input from Planners)
- ♦ Development of refined program description and overview including program objectives
- ♦ Establishment of Best Practices Workshop Schedule and Format
- ♦ Development of Tri-fold brochure describing Development Certification Program
- ♦ Web page (by County) and e-mail notification program (by Planners using email management service Constant Contact) to elicit interest from Macomb communities

Approximate Time frame for Task 1: Kickoff meeting Month #1, Logo, Web, Brochure, & Email Program: Months #2-4

#### **Task 2. Identification of Best Practices**

BA will conduct four (4) workshops in a casual format with Department staff and community stakeholders such as representatives of the legislative body, planning commission and municipal staff and consultants, to discuss local development review practices including discussion of successes and challenges. An additional workshop will be conducted with development and design professionals in the County to discuss their successes and challenges developing property in the County. The workshops will result in the identification of the applicable best practices intended to improve the development application, review and permit processes that will form the basis of the County's Development Certification program. The Department will be responsible for identifying and securing the workshop locations. BA will prepare invitations and notices for email distribution and web posting. The Department will handle any additional mailing of invitations and contacts including invitation responses. Birchler Arroyo will present a document outlining the Best Practices for Macomb County Development Review to the Department of Planning and Economic Development, for its consideration and approval. The document will include a description of the public input process and will be posted on the web page.

#### Task 2 Outcomes

- ♦ 5 Workshops at designated locations within the County
- ♦ Description of Best Practices for Rural and Urban Communities
- ♦ Best Practices Document (including .pdf posted on the web page)
- ♦ Presentation of Best Practices document

Approximate Time frame for Task 2: Five Workshops Months # 4-5, Description of Best Practices and Document: Months #6-8

## COST OF SERVICES

The table below provides a cost estimate Tasks 1 and 2 of the County's Development Certification Program. This cost is based upon the program described above.



**BIRCHLER ARROYO  
ASSOCIATES, INC.**

Work Program	Subtotal
<i>Task 1</i>	
Kickoff Meeting	\$1,000
Program Framework	\$750
Details of Program Elements	\$2,500
Promotional Materials	\$1,500
Email Contact Program (develop text, design, & distribute)	\$2,500
Best Practices Workshop(s) Materials & Preparation	\$1,500
<i>Task 2</i>	
5 Best Practice Workshops @ \$1,600 each	\$8,000
Best Practice Document	\$7,500
Presentation and Adoption	\$1,000
<b>Total for Tasks 1 and 2</b>	<b>\$26,250</b>

Note: All mailings, postage, copy costs, and out-of-pocket expenses will be paid for by the Department, and are not part of the project cost. This proposal is valid for 90 days from February 7, 2008.

## MISCELLANEOUS DETAILS

- 1) Cost Breakdown and Payment Schedule - Each of the work items will be billed in accordance with the progress payment schedules in the above work program summary, as they are completed, at the end of the month in which they are delivered to the Department. The amount billed will be based on the progress payment stated for each item in the above table. All out of pocket expenses for printed, purchase of data, etc. are not included in the cost quote and will be billed at cost.
- 2) If the duration of the contract job extends beyond the timeline set forth in this agreement for reasons beyond the Planners control, the cost of services will be adjusted accordingly to reflect increases in cost to the Planners.
- 3) The Planners will provide five (5) copies of all program overview materials and the Best Practices document once it is developed. Additional copies would be available at the Department's request, at Planner's actual cost. One (1) copy of the materials for the Tasks 1 & 2 of the Development Certification program will be provided on CD to the Department in Adobe Acrobat format.



**SECTION 2.** It is understood that the Planners will have the cooperation of the Department of Planning and Economic Development in the collection of basic data, and other information for the above work.



**BIRCHLER ARROYO  
ASSOCIATES, INC.**

**SECTION 3.** The Department of Planning and Economic Development agrees to reimburse the Planners for the development of the Macomb County Development Certification Program in accordance with the above Development Certification Work Program Summary And Progress Payment Schedule.

**SECTION 4.** It is understood that Rodney L. Arroyo, AICP, will be responsible for project management for performing the work for the Department that is specified under this Agreement. The scope of this project may also necessitate involvement by our Senior Planner, Associate Planner, and our GIS Technician / Graphic Designer.

**SECTION 5.** This Agreement may be terminated by either the Department or the Planners individually or jointly upon thirty (30) days written notice to the Department and/or Planners. Compensation during the notice period will be paid by the Department to the Planners if services are faithfully rendered to the Department during that time. All reports, maps and other original materials generated under this Agreement shall become the property of the Department upon termination of this Agreement. Originals may be maintained at the Planner's offices or by the Department, at the Department's discretion. All reports, maps and other original materials generated under this Agreement shall become the property of the Department upon termination of this Agreement. The Planners reserve the right to copyright sketches and concepts portrayed in the program documents as intellectual property, however, the Department is hereby granted permission to reproduce and use all such materials for the Development Certification Program.

**SECTION 6.** For and in consideration of the faithful performance of the services, as herein set forth, the Department will hire the Planners, commencing on \_\_\_\_\_ 2008.

IN WITNESS WHEREOF, we set our hands and seals the date and year first set forth in this Agreement.

**MACOMB COUNTY DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT**

\_\_\_\_\_  
Stephen Cassin, Executive Director

**BIRCHLER ARROYO ASSOCIATES, INC.**



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David C. Birchler, AICP, PCP  
President



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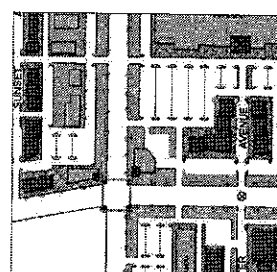
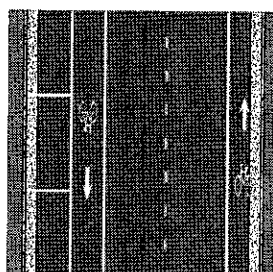
Rodney L. Arroyo, AICP  
Vice President



**BIRCHLER ARROYO ASSOCIATES, INC.**  
PLANNING COMMUNITIES & TRANSPORTATION SYSTEMS

## FIRM PROFILE

**S**INCE 1989, BIRCHLER ARROYO ASSOCIATES, INC. HAS BEEN a leader in community planning and transportation consulting in Michigan. Committed to best practices, the firm's planning and transportation experts provide planning, zoning, traffic and urban design services to both public and private clients, generating solutions that reflect the vision of the client.



### HISTORY

Birchler Arroyo Associates, Inc. was formed in 1989 by David C. Birchler, AICP, PCP and Rodney L. Arroyo, AICP. Mr. Birchler, Past President of the Michigan Chapter of the American Planning Association (now MAP), and Mr. Arroyo, founder and past editor of *Planning Michigan*, first worked together volunteering for their professional organization. They discovered that they had a common vision and desire to provide quality planning and transportation services to Michigan municipalities. Currently, the firm serves approximately 20 communities, ranging from urban to rural.

### DEDICATED PARTNERS

The corporate philosophy of Birchler Arroyo is to develop and maintain a high quality staff, work in partnership with our clients to use the talents of our staff effectively, and maintain long-term relationships with our clients through quality control and dedication to creative planning. We have established lasting relationships with communities, providing years and, often, decades of continued service.

Our Principals play a leadership role in every project, working closely with other senior professionals to ensure a product that fits each community's individual needs. Our talented staff includes nationally certified community planners, transportation planners, and a PTOE-certified and Michigan-registered professional engineer. Each member of our team is dedicated to providing products and services that achieve your goals and exceed your expectations.

Birchler Arroyo staff members are leaders in planning education. BA authored the Michigan Association of Planning's (MAP) Site Plan Review and Subdivision Design Advanced Training Workshops. BA staff members also offer instruction through Michigan State University Extension's Citizen Planner Program and the Michigan Department of Transportation's Access Management training program.

MASTER PLANS

RECREATION PLANS

DOWNTOWN PLANS

PARKING STUDIES

COMMUNITY VISIONING

ZONING ORDINANCES

SITE PLAN REVIEW

TRAFFIC ENGINEERING

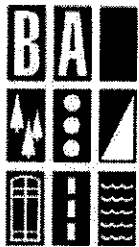
TRANSPORTATION PLANS

ACCESS MANAGEMENT

PC, ZBA & DDA TRAINING

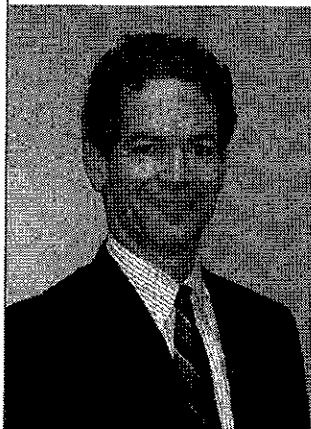
EXPERT WITNESS SERVICES

**BIRCHLER ARROYO ASSOCIATES, INC.**  
28021 Southfield Road  
Lathrup Village, MI 48076  
tel 248.423.1776  
fax 248.423.1793  
birchlerarroyo@birchlerarroyo.com  
www.birchlerarroyo.com



## VICE PRESIDENT RODNEY L. ARROYO, AICP

**R**ODNEY ARROYO HAS OVER 25 YEARS OF professional experience providing both planning and traffic consulting services to municipalities and the private sector. His planning experience includes master plans, zoning ordinances, corridor studies, recreation plans, and wireless communication facility plans. His transportation expertise includes thoroughfare plans, parking studies, traffic impact studies, training, and access management plans. He also serves as an expert witness in the areas of planning and traffic impact analysis.



### CONTACT

Rodney L. Arroyo, AICP

28021 Southfield Road  
Lathrup Village, MI 48076

tel 248.423.1776

fax 248.423.1793

[rarroyo@birchlerarroyo.com](mailto:rarroyo@birchlerarroyo.com)

Rod is a member of the American Planning Association (including its Transportation Planning and Private Practice Divisions), Institute of Transportation Engineers and Michigan Association of Planning (including its Leadership Council).

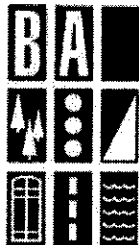
Rod is an approved instructor in access management by the Michigan Department of Transportation (MDOT). He has also been selected by Michigan State University Extension (MSUE) as an instructor for the Citizen Planner certification program. Rod and his staff developed the Michigan Association of Planning's Advanced Training Programs in Site Plan Review and Subdivision Review and Design.

Previous experience includes serving as Assistant Director of the South Florida Regional Planning Council and Senior Associate with Barton-Aschman Associates, Inc. (now Parsons Transportation Group).

### RECENT AWARDS

- ✦ **2007 Outstanding Planning Project Award for a Plan** for the City of Troy Big Beaver Corridor Study; awarded by the Michigan Association of Planning
- ✦ **2007 Vernon Deines Award for an Outstanding Small Town or Rural Plan** for the City of Adrian Comprehensive Plan; awarded by the APA Small Town & Rural Planning Division
- ✦ **2005 Award for Excellence for an Outstanding Small Community Planning Project** for the Bridgewater and Manchester Townships Wireless Facilities Master Plan; awarded by the APA Small Town & Rural Planning Division
- ✦ **2002 Award for Excellence for an Outstanding Small Community Planning Project** for the Bridgewater Township Master Plan; awarded by the APA Small Town & Rural Planning Division
- ✦ **2002 Outstanding Planning Project Award for a Plan** for the Bridgewater Township Master Plan; awarded by the Michigan Association of Planning
- ✦ **2000 Outstanding Planning Award** for the City of Detroit Development Manual; awarded by the Michigan Society of Planning
- ✦ **1998 Outstanding Planning Award** for the City of Novi Development Review Guidebook; awarded by the Michigan Chapter of the APA and the Michigan Society of Planning Officials

For more information, visit our website at [www.birchlerarroyo.com](http://www.birchlerarroyo.com)



## SENIOR PLANNER HEIDI M. HANNAN, AICP

**H**EIDI M. HANNAN, AICP IS A SENIOR PLANNER at Birchler Arroyo Associates, Inc. She received a Master of Urban Planning from Wayne State University, and a Bachelor of Science in Political Science, with a concentration in Public Administration, from Central Michigan University. She is a certified planner with the American Institute of Certified Planners, and a member of the American Planning Association (APA) and Michigan Association of Planning (MAP).

### CONTACT

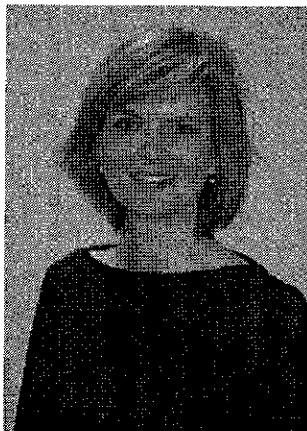
**Heidi M. Hannan, AICP**

28021 Southfield Road  
Lathrup Village, MI 48076

tel 248.423.1776

fax 248.423.1793

[hannan@birchlerarroyo.com](mailto:hannan@birchlerarroyo.com)



Heidi brings extensive experience to the Birchler Arroyo team. Her involvement with local community development and planning ranges from administering the development review process to assisting with ordinance formation to long range comprehensive planning. Her responsibilities include management of individual planning projects as well as providing ongoing assistance to a number of Birchler Arroyo's client communities. Heidi's clients include large urban cities, rapidly growing suburbs, and rural townships.

Heidi's experience also includes training and educational activities. She has been an instructor for numerous training programs for client communities and state-wide organizations.

As Community Development Coordinator for the City of Novi, Heidi facilitated planning efforts between local property owners, developers and citizens in the Town Center District. She also coordinated the Capital Improvements Program and assisted in efforts to streamline the development review process.

### AWARD

- ✦ **2000 Outstanding Planning Award** for the City of Detroit Development Manual; awarded by the Michigan Society of Planning

### PROFESSIONAL SERVICE

- ✦ Instructor, Citizen Planner Program, Michigan State University Extension
- ✦ Instructor, St. Clair County Metropolitan Planning Commission Winter Training Seminar
- ✦ Certified Instructor, Michigan Association of Planning

For more information, visit our website at [www.birchlerarroyo.com](http://www.birchlerarroyo.com)



**BIRCHLER ARROYO ASSOCIATES, INC.**  
PLANNING COMMUNITIES & TRANSPORTATION SYSTEMS

**AWARDS**

Birchler Arroyo Associates has won four national planning awards and seven state planning awards in the past decade.

**CITY OF TROY BIG BEAVER CORRIDOR STUDY**  
2007 Outstanding Planning Project Award  
Michigan Association of Planning

**CITY OF ADRIAN COMPREHENSIVE PLAN**  
2007 Vernon Deines Award for a Small Town or Rural Plan  
APA Small Town & Rural Planning Division  
2007 Outstanding Planning Project Award - Honorable Mention  
Michigan Association of Planning



**BRIDGEWATER & MANCHESTER TOWNSHIPS**  
**WIRELESS FACILITIES MASTER PLAN**  
2005 Award for Excellence  
APA Small Town & Rural Planning Division

**BRIDGEWATER TOWNSHIP MASTER PLAN**  
2002 Award for Excellence  
APA Small Town & Rural Planning Division  
2002 Outstanding Planning Project Award  
Michigan Society of Planning



**CITY OF DETROIT DEVELOPMENT MANUAL**  
2000 Outstanding Planning Project Award  
Michigan Society of Planning

**SHELBY CENTER DESIGN PLAN**  
1999 Outstanding Planning Project Award  
Michigan Society of Planning

**CITY OF NOVI DEVELOPMENT REVIEW GUIDEBOOK**  
1998 Outstanding Planning Project Award  
Michigan Society of Planning

**VILLAGE OF NEW HAVEN MASTER PLAN**  
1998 Award for Excellence  
APA Small Town & Rural Planning Division  
1997 Outstanding Planning Project Award  
Michigan Society of Planning

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[www.birchlerarroyo.com](http://www.birchlerarroyo.com)

# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Receive and File the Presentation on County Diversity Brochures

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

PIED

3-11-08

\_\_\_\_\_

\_\_\_\_\_





## Macomb County Defining Business + Life



### Diversity Awareness + Understanding

Macomb County Department of  
Planning and Economic Development

1

#### Why Explore Diversity and Culture?

- Macomb County is becoming more racially and ethnically integrated
- Each day people from diverse backgrounds are choosing to do business and call Macomb County home
- We must begin to take proactive steps to enhance the awareness and understanding of our uniqueness in order to make Macomb County an inviting and prosperous place for all people

3

#### Project Overview

- The **Diversity Awareness + Understanding Initiative** was developed to help Macomb County residents and business better understand Macomb County's growing diversity, and utilize our uniqueness as a competitive advantage

2

#### Project Goals and Objectives

- Championing communication and education in the workplace and our homes the **Diversity Awareness + Understanding Initiative** seeks to help businesses and community members:
  - Increase Diversity Competence
  - Serve Customers More Effectively
  - Interact With Neighbors and Co-Workers
  - Compete in the Global Marketplace

4

## Exploring Diversity

- Race, ethnicity, gender, socio-economic status, age, physical abilities, religious beliefs, political beliefs, and many other ideologies, orientations, and beliefs
- Encompassing **Acceptance** and **Respect**
- It is the exploration of our uniqueness in a safe, positive, and nurturing environment which provides us with the opportunity to celebrate our diversity

5

## Exploring Culture

- Four Elements of Culture:
  - **Values** – Ideas about what in life is important
  - **Norms** – Expectations about how people behave
  - **Institutions** – Structures of society within which values and norms are transmitted
  - **Artifacts** – Things or aspects of material culture
- From person to person and business to business these elements of culture differ greatly

6

## Project Setup

- Main Diversity Awareness + Understanding Brochure
- Six Country Brochures:
  - China
  - Germany
  - India
  - Lebanon
  - Mexico
  - South Africa

7

## Current Partners



Department of  
Civil Rights

**Macomb**  
COUNTY CHAMBER

Greater Voice • Greater Connections • Greater Value



**Beaumont Hospitals®**

8

## Conclusion

- Questions
- Comments
- Thank You for the Opportunity to Present

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## Macomb Diversity Awareness + Understanding Initiative

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### How Macomb County is Defining Business + Life

In 2006, Macomb County launched a new brand and marketing campaign – *Defining Business + Life*. The goal of this effort is to communicate to the world the many ways in which we are leaders in the areas of business and life. While the campaign is focused on communicating the many assets already in place that separate Macomb County from other communities around the region and world, it is also a challenge to the Department of Planning and Economic Development and our communities, business, institutions and residents to think outside of the box in order to tackle difficult issues and create new opportunities. The Macomb Diversity Awareness + Understanding Initiative is one example of a new program that is designed to do just that.

### Overview of the Diversity Initiative

The Diversity Awareness + Understanding Initiative was developed to help Macomb County residents and business better understand Macomb County's growing diversity, and utilize our uniqueness as a competitive advantage. By taking proactive steps to enhance the awareness and understanding of Macomb County's diversity we can make Macomb County an inviting and prosperous place for all people. By championing communication and education we can create an environment in which acceptance and respect are the foundation for business and community life.

### Branding / Marketing / Launch / Continuation

Over the years, the Macomb County Department of Planning and Economic Development (MCPED) has developed and launched a number of initiatives designed to help our communities, business, and residents improve and grow. The majority of these initiatives involved a significant amount of resources, the formation of dynamic partnerships and was successful in addressing a variety of issues. If there were any shortcomings in these projects, it was the Department's ability to effectively communicate the programs objectives and benefits to a larger audience.

### Next Steps

- Communication About the Initiative – In order to increase the awareness of the Diversity Initiative, MCPED and the Macomb Chamber will actively reach out to their respective contacts to educate as many people as possible about the Initiative.

- Web Resource Center – The goal of the web resource center is to create a page within the MCPED website where interested visitors can explore additional information about diversity – furthering awareness and understanding on the topic. The website will initially house the numerous resources that have been collected by MCPED through the course of the Initiative to date. New content could be added on a scheduled basis.
- Additional Print Materials – Increasing awareness and understanding about diversity requires commitment and continuous reminders of the principles. Therefore, MCPED and its partners, Michigan Department of Civil Rights, will work to develop a poster to be hung in local businesses and a business card that individuals can carry that will remind them of the basic principle for increase diversity awareness and understanding.
- Diversity Forum – Create a diversity forum directed towards local community and businesses leaders for the purpose of discussing issues related to diversity and teaching strategies about how they can instill the principles of diversity awareness and understanding within their individual organizations. The goal of such a forum would be to increase the reach of the program and reduce the direct assistance of MCPED in furthering the Initiative.
- Diversity News – MCPED will share stories about diversity within Macomb County through our website and e-newsletter.
- Translation into Economic Development and Planning – In the near future, MCPED will begin reaching out to cultural institution, community organizations, chambers of commerce, and business leaders for the purpose of understanding how we can better harness existing knowledge and relationship for the purpose of improving business expansion and attraction strategies and fortifying communities with resources that support and engender diversity.

# **RECYCLABLE PAPER**

Official Resolution  
Of The Board Of Commissioners  
Macomb County, Michigan

**A Resolution in Support of Establishing  
M-29 as a Heritage Route**

Commissioners Kathy D. Vosburg and Brian Brdak,  
On Behalf of the Board of Commissioners,  
Offer the Following Resolution:

WHEREAS the Michigan Department of Transportation (MDOT), pursuant to the Heritage Route Act of 1993 (P.A. 69 of 1993), is empowered to designate scenic, recreational, and historic highways in the state, and

WHEREAS the public highway known as M-29 extending from Marysville in St. Clair County through the City of New Baltimore, Macomb County, to within the Township of Chesterfield, Macomb County, exhibits exceptional recreational historic quality and passes through an area of significant regional importance, and

WHEREAS a study has been undertaken which assesses the quality of and documents the character and features of the M-29 highway corridor, and

WHEREAS it is intended that the study be forwarded to MDOT in order to nominate M-29 as a heritage route,

NOW, THEREFORE, BE IT RESOLVED that the Macomb County Board of Commissioners enthusiastically supports the nomination of M-29 as a heritage route and authorizes including this resolution with the nomination documents, and

BE IT FURTHER RESOLVED that the Macomb County Board of Commissioners hereby requests and encourages the MDOT to quickly designate M-29 as a heritage route, and

BE IT FURTHER RESOLVED that the Macomb County Board of Commissioners hereby commits itself to enforce within its jurisdiction the management plan part of this nomination.

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**William A. Crouchman**, Chairman  
Macomb County Board of Commissioners

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**Carmella Sabaugh**  
Macomb County Clerk

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**Kathy D. Vosburg**, Commissioner  
District 25

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**Brian Brdak**, Commissioner  
District 14



M-29  
Heritage Route  
General  
Information Packet



## FREQUENTLY ASKED QUESTIONS

**Q. What is the Heritage Route Program?**

**A.** A state program developed by the legislature in 1993 (P.A. 69 of 1993). The program is designed to recognize, conserve, improve and promote unique state roads that are rich in natural, historic and cultural resources.

**Q. How much will it cost the local units of government to designate a Heritage Route?**

**A.** The cost in monetary terms is nothing.

**Q. What will the local units of government be required to do?**

**A.** A representative from the local units of government should be part of the nominating team to ensure that all concerns are covered. A resolution of support is required to indicate an understanding of the Heritage Route program and the willingness to support the designation effort.

**Q. How will Heritage Route designation impact local zoning and private property rights?**

**A.** The state legislature, through P.A. 69 of 1993 (the Heritage Route Act) made the program *Non Regulatory*. The Heritage Route designation cannot change local zoning ordinances. That is up to the local units of government. Designation, rather than take away landowner property rights, provides more input into the decision making process.

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**Q. Will Heritage Route designation increase the local units liability?**

**A.** The liability rests with the state. The local unit will not be held liable for an accident along a Heritage Route. As owner of the route MDOT is responsible for maintenance and safety. Nothing changes as MDOT is still the owner of the road and is liable.

**Q. What do the local units gain or lose by designating a road as a Heritage Route?**

**A.** Nothing is lost. The local unit gains access to decisions on planning, design, construction, maintenance and character of the roadway. In addition, the corridor becomes eligible for special funds such as TEA-21 Enhancement and National Scenic Byway funds. Local units have more control and are better able to protect and preserve the character the road and corridor. Heritage Route designation allows the roadway to receive higher priority for state and federal road funds.

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**Q. What is the corridor management plan? How is it developed and what does it do?**

**A. The corridor management describes what elements of the roadway mean the most of members of the community. It is a guide for future corridor decisions and a tool to provide input regarding future roadway improvements. The corridor management plan sets goals and priorities to protect the roadway. It also contains a timetable and actions to enhance those features of the road that are less desirable. The corridor management plan is developed collectively by the nominating team in consultation with MDOT, all local unit's planning commissions and township boards.**

**Q. With this corridor management plan in place, will MDOT still be able to cut trees and straighten the road?**

**A. Only when a safety hazard exists. MDOT contracts with the road commissions to maintain the roadway in a safe manner, including snow plowing. With the corridor management plan in place, the road commissions and MDOT must consider the vision developed and put into the plan.**

**Q. Once the corridor management plan is completed will there be opportunities to change the plan?**

**A. Yes, the nominating team will want to stay active in insuring that the plan remains current and viable. The nominating team will want to review the plan periodically to make sure that the plan adheres to the vision developed and put into the plan.**

**Q. What are the benefits of being designated a Heritage Route?**

**A. More control without ownership of the roadway, as well as eligibility for state and federal funds to protect the roadway.**

Heritage Routes

roadway to  
and preserve  
and scenic  
corridor  
region  
Heritage Routes

to higher level  
the

## WHAT ARE THE HERITAGE ROUTE PROGRAM BENEFITS?

- The basic benefits of a designation will be to identify, preserve, and improve the unique qualities of the route;
- promote greater awareness and appreciation of Michigan's scenic, historic, recreational, and cultural attributes;
- provide economic benefits by stimulating tourism locally and statewide.

*The Heritage Route Program is your opportunity as individuals, groups, or entire communities to become involved in this important effort to preserve Michigan's roads with scenic, historic, recreational, or cultural qualities.*

## NEED MORE INFORMATION?

If you have any questions about the Michigan Heritage Routes Program or you will like to request the full application package for nomination/designation, please contact:

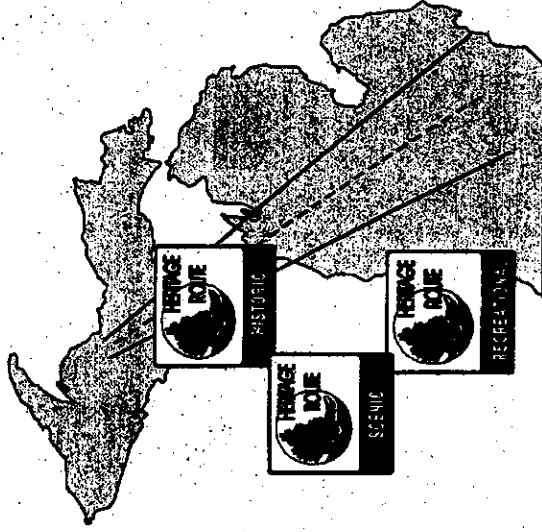
**Peter Hanses**  
Michigan Heritage Routes Program  
MDOT - Bureau of Planning  
P.O. Box 30050  
Lansing, Michigan 48909  
Phone: (517) 335-2934  
E-mail: [hansesp@mdot.state.mi.us](mailto:hansesp@mdot.state.mi.us)

This brochure is available in alternative formats such as large print, and audio tape by calling (517) 335-2934 or (517) 373-2090 (TDD). 1,500 copies printed at a total cost of \$153 (\$38).

Peter Hanses  
Michigan Heritage Routes Program  
MDOT - Bureau of Planning  
P.O. Box 30050  
Lansing, Michigan 48909



# MICHIGAN HERITAGE ROUTES PROGRAM



*An introduction to the  
nomination & application process*

## WHAT IS THE MICHIGAN HERITAGE ROUTES PROGRAM?

The Heritage Routes Program is a legislated program that evolved from the need to identify, protect, improve, and promote the unique scenic, historical, recreational, and cultural qualities of certain state roads.

The Michigan Department of Transportation may designate routes based upon "grass-roots" nomination from interested local citizens or authorities. Each nomination application must have strong support of the local units of government. The villages, townships, cities, counties through which the road traverses, must be willing to work together with the nominator and MDOT to identify, manage, and promote these valuable resources.

## HOW DOES A ROAD BECOME A HERITAGE ROUTE?

The application process for Heritage Route designation consists of the following two steps.

(1) The sponsor must verify that the route is on the state trunkline system. The road must be either an "M," "US," or "I" highway. In addition, the sponsor must have strong support from the area's local government units. This support is an indication of the willingness of the local units of government to develop and administer the management plans required for designation. The sponsor must prepare the pre-application form on this brochure listing the noteworthy scenic, historic, and recreational qualities of the route.

(2) MDOT will make an initial review of the proposed route's eligibility. If the route has potential, the sponsor will be supplied with a full application packet and instructed to proceed with the process. Once completed and submitted, the application will be evaluated and if the road meets criteria, it becomes a "Michigan Heritage Route."

Once designated, signs and promotional materials will be used to direct travelers to our scenic, historic, and recreational special roadways.

### ROUTE IDENTIFICATION

Route number(s) \_\_\_\_\_

Length \_\_\_\_\_ miles

Starting point \_\_\_\_\_

Ending point \_\_\_\_\_

Please include a map of the roadway you plan to nominate as a Heritage Route and mail it together with this form to the address listed on the other side of this brochure.

### SUPPORTERS

Nominator's name, address and telephone:

Supporting groups' or organizations' names:

### WHAT'S SPECIAL ABOUT THIS ROAD?

Briefly list either the roadway's noteworthy scenic qualities, or the historic resources found along the road, or the recreational resources that lie along or can be reached by this road?

&lt; M-28

## Michigan Route 29

M-30 &gt;

**Southern Terminus:** I-94 @ M-3, W of New Baltimore, Macomb County.**Northern Terminus:** BL I-94, Marysville, St. Clair County.

*While I-94 serves as the most direct route between the New Baltimore and Port Huron vicinities, M-29 provides a much more scenic alternative between the two areas. For the most part, M-29 straddles the northern shore of Lake St. Clair and the western banks of the St. Clair River.*

### Southern Terminus



The Southern Terminus of M-29 is at a six-ramp parclo interchange with I-94 (Exit 243) west of New Baltimore. Continuing straight ahead is M-3 South, which begins as M-29 comes to an end. Historically, in addition to M-3, M-59 West also began at this point until 1998, when it was reconstructed, and in turn re-routed to end at I-94's Exit 240, 3 miles to the south of this point. The M-29 ENDS signage here is new, having been erected in 2005.

PHOTO # 1: Howard Goldman, 1/14/2006.

### Northern Terminus



M-29's Northern Terminus is at BL I-94 in Marysville. At the traffic signal ahead, there is no left turn permitted. As a result, M-29 North traffic defaults onto BL I-94 East. Motorists must use the next available turnaround after the intersection to access BL I-94 West. Just like the case with the Southern Terminus, at the Northern Terminus of M-29 there was not an M-29 ENDS shield assembly present for a long time, until one was erected just recently.

PHOTO # 1: Don Pavich, 3/06/2006.

### Links

- M-29 @ Michigan Highways -- Chris Bessert

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Last Updated: February 7, 2007.

# **RECYCLABLE PAPER**

RESOLUTION NO. \_\_\_\_\_ FULL BOARD MEETING DATE: \_\_\_\_\_

AGENDA ITEM: \_\_\_\_\_

**MACOMB COUNTY, MICHIGAN**

**RESOLUTION TO:** Receive and File Report from the Executive Director, Department of Planning and Economic Development, on departmental activities

**INTRODUCED BY:** Kathy Vosburg, Chair, Planning and Economic Development Committee

**DESCRIPTION:**

**COMMITTEE/MEETING DATE**

PEI 3-11-08

\_\_\_\_\_  
\_\_\_\_\_